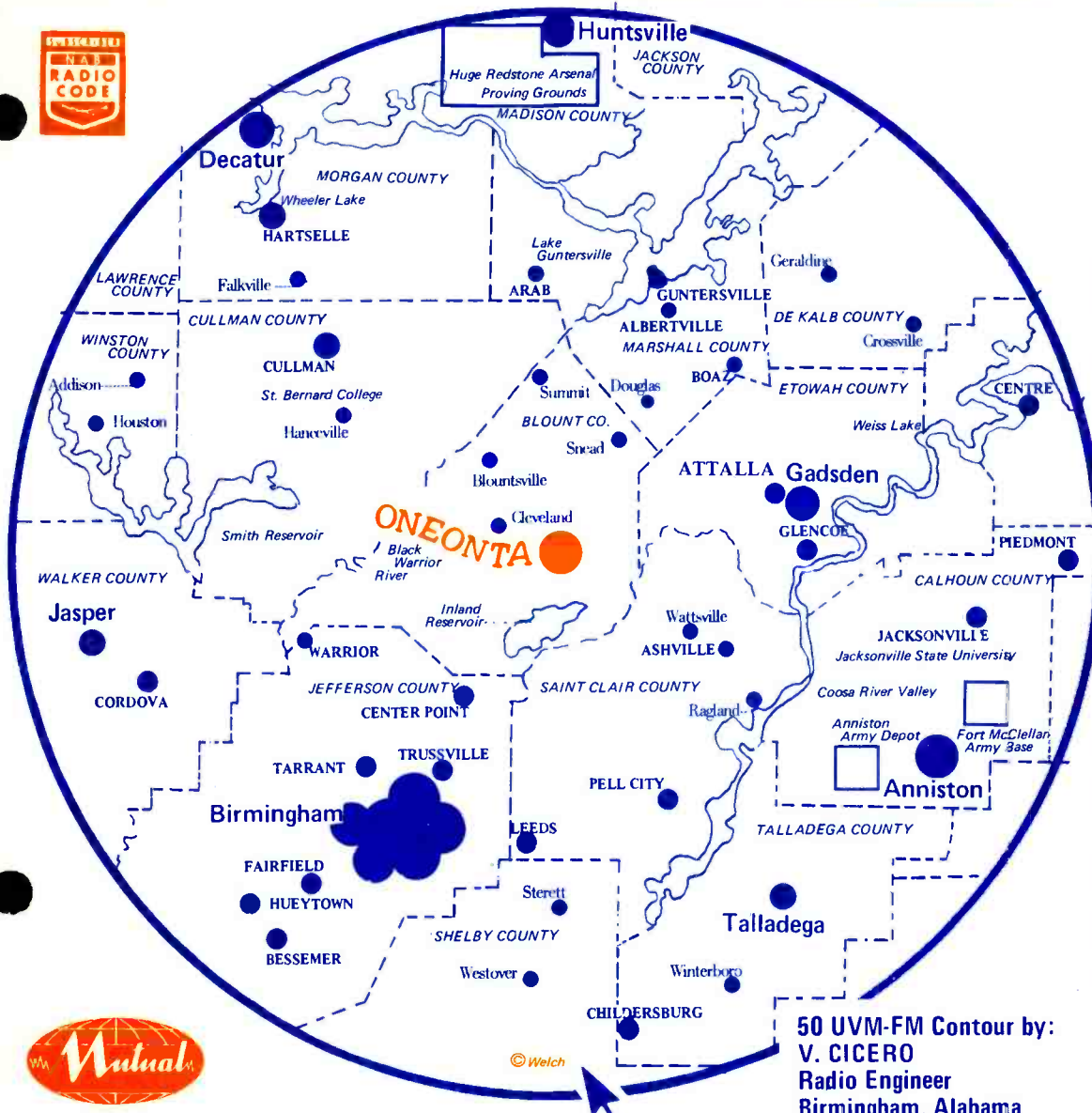


**SERVING BLOUNT COUNTY AND NORTH ALABAMA**

**A PROFILE OF —  
Oneonta, Alabama**



ONEONTA is located 35 miles northeast of Birmingham, 30 miles west of Gadsden, 35 miles southeast of Cullman, and 60 miles south of Huntsville.

Oneonta is the county seat of **BLOUNT COUNTY** — which ranks in the Top 10 in sales of farm products in Alabama — some \$20,000,000 every year!

Blount County is a highly diversified farming area in the categories of field crops, horticulture and livestock. It ranks **first** in sale of commercial eggs — second in production and sale of fresh market peaches — and has 21 Registered "Grade A" dairy farms.

**INDUSTRIALLY** — Oneonta is the home of Blue Bell, Inc., (world's largest manufacturer of work and play clothes); Alussco — a division of Revere Copper & Brass Corporation; Hold 'Em, Inc., (manufacturers of livestock equipment); Allgood Manufacturing Company (railroad supplies); and Golden Egg Products, Inc.

WKLD-FM Radio tailors its programming to satisfy the needs of a combined urban and rural audience.

WKLD RADIO and its AM affiliate — WCRL — provides the only daily news service in Oneonta and Blount county — eight local newscasts daily plus UPI world news-wire and Mutual Radio Network global news coverage!

WKLD Radio is sports-minded, with live play-by-play coverage of high school football — plus collegiate games including Auburn — the University of Alabama — and Jacksonville State College games!

**Regional Representative:**  
DAVID CARPENTER CO  
Atlanta, Georgia 30309



**WKLD**

**RADIO**

**Oneonta, Alabama**

**97.7 MC**

**1000 Watts**

**5 AM—11 PM**

Blount County Broadcasting Service  
L. D. Bentley Jr., Owner-Manager  
Jerry E. Hudson, Assistant Manager  
Postal Box 490  
Phone (205) 274-2289

**ONEONTA, ALABAMA 35121**

**50 UVM**

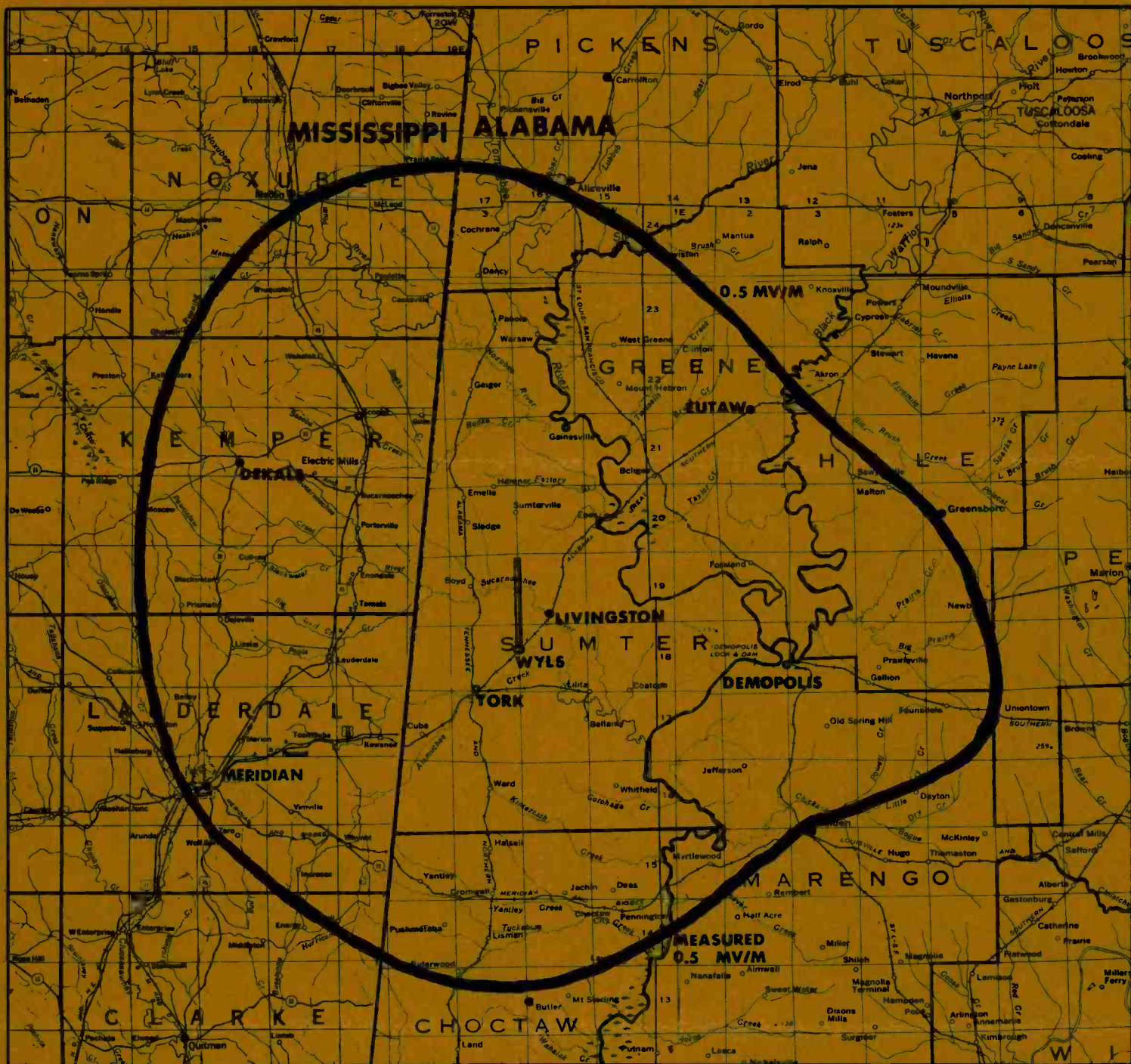
<b>Market Data:</b>	<b>50 UVM Coverage</b>
Population .....	1,333,900
Households .....	392,460
FM Radio Homes .....	182,250
Spendable Income .....	\$3,037,495,000
<b>TOTAL RETAIL SALES ..</b>	<b>\$1,839,855,000</b>
Food Stores .....	\$ 418,260,000
Drug Stores .....	\$ 61,968,000
Dept. Stores .....	\$ 262,779,000
Apparel Shops .....	\$ 115,455,000
Homefurnishings .....	\$ 108,948,000
Auto Dealers .....	\$ 434,078,000
Service Stations .....	\$ 151,362,000
Automobiles .....	582,260
Farm Population .....	66,900
Farm Income .....	220,246,000

**SOURCE: SRDS Consumer Market Data.**

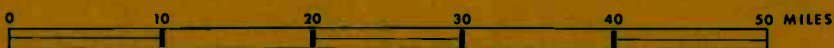




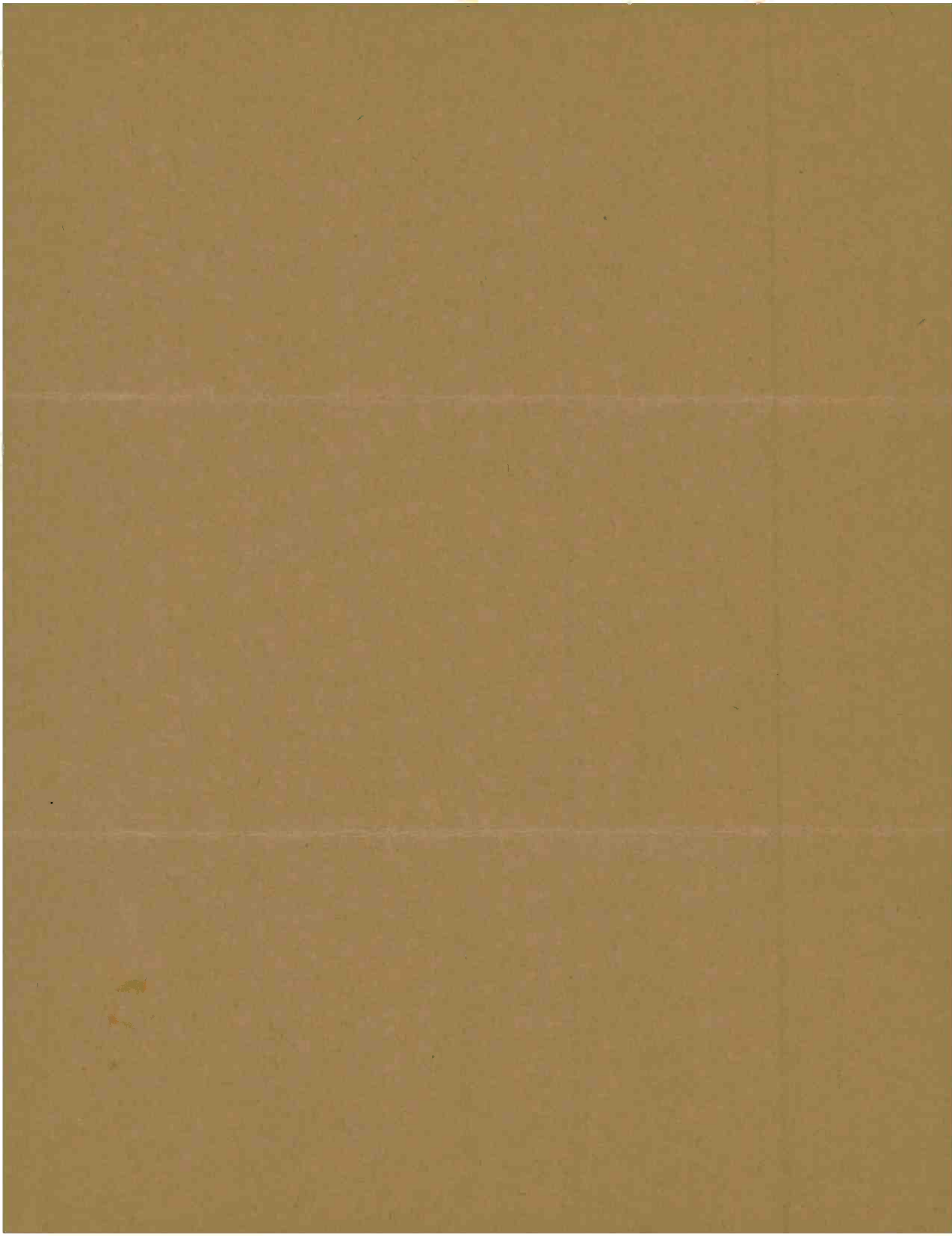




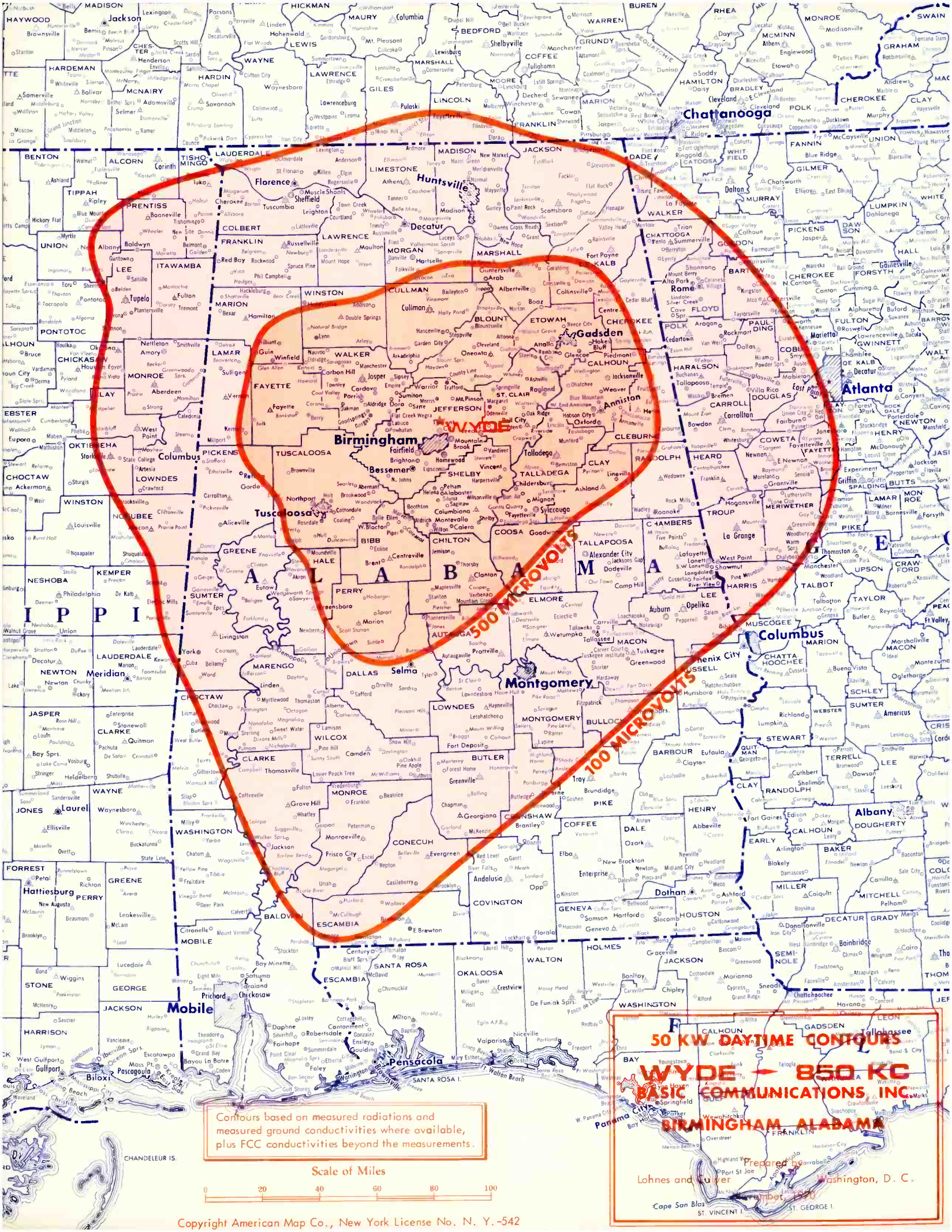
**WYLS PRIMARY COVERAGE**  
**YORK-LIVINGSTON, ALABAMA**  
**5,000 WATTS** **1350 KC**



PREPARED FEBRUARY 9th, 1971, BY WYLS ENGINEERING DEPARTMENT







Contours based on measured radiations and measured ground conductivities where available, plus FCC conductivities beyond the measurements.

Scale of Miles



**50 KW DAYTIME CONTOURS**  
**WYDE 850 KC**  
**BASIC COMMUNICATIONS INC.**  
**BIRMINGHAM, ALABAMA**

Prepared by Lohnes and Ulver, Washington, D.C.  
 November 1950



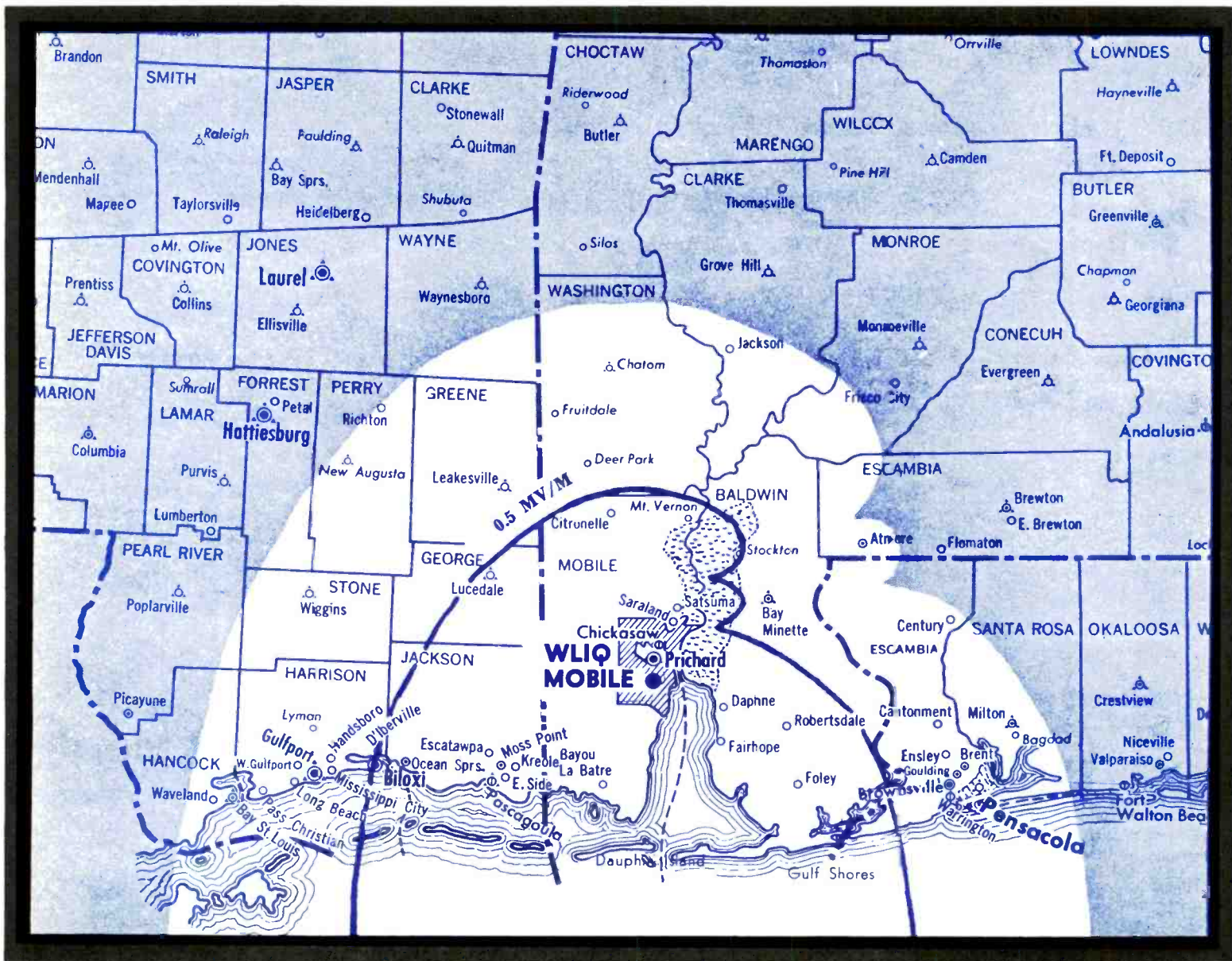


**1360**  
**On Your Radio**

# WLIQ

**Radio**  
**Mobile**

*Covering The Greater Central Gulf Coast Area*



**Serving A Three State Population Area of Over  
A Million People**

**Annual Retail Sales Buying Power In Excess of A Billion Dollars**

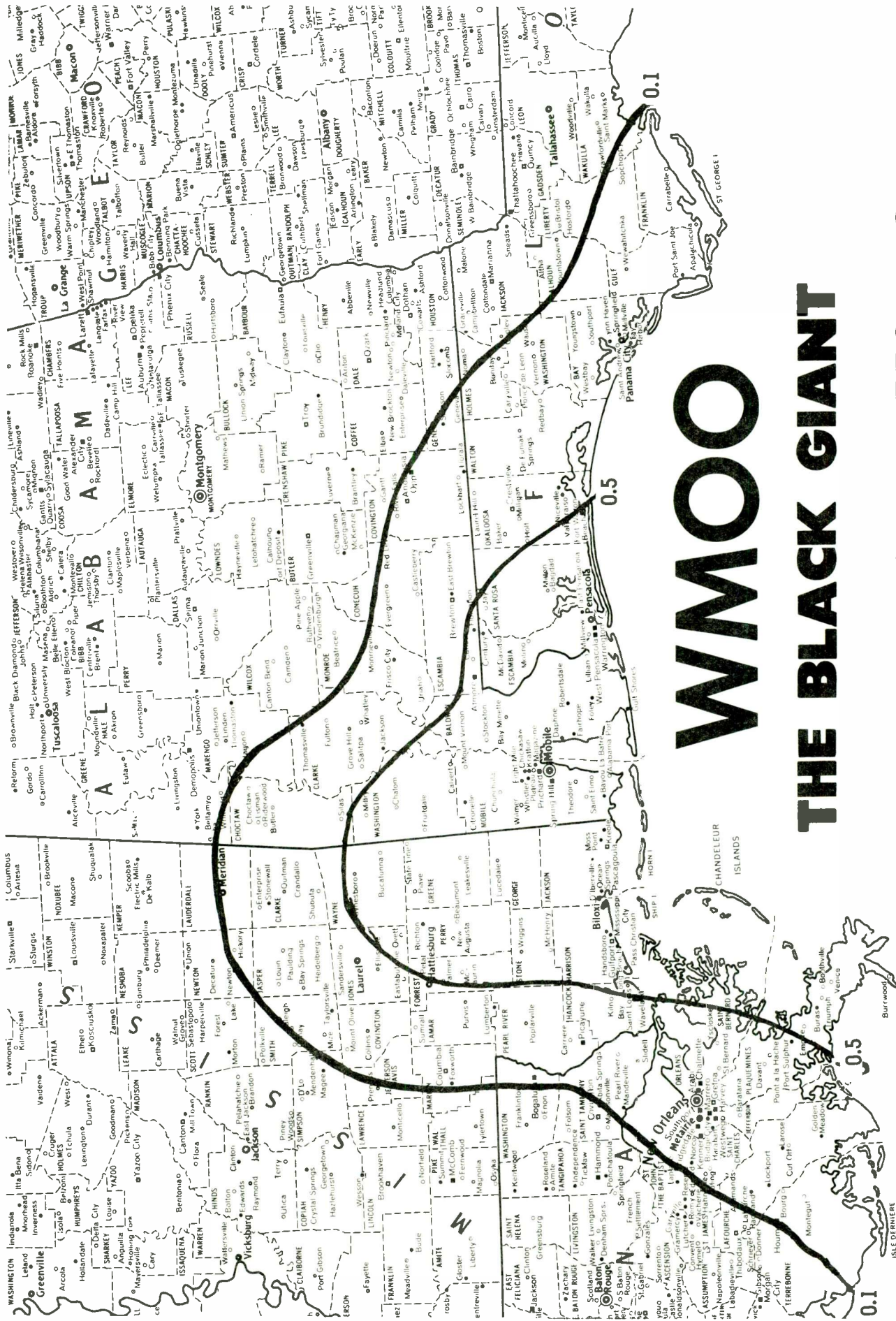
**P. O. Box 2723 Mobile, Ala 36601 (205) 432-1844 5,000 Watts**

Source: Mobile Area Chamber of Commerce  
WLIQ Engineering Department





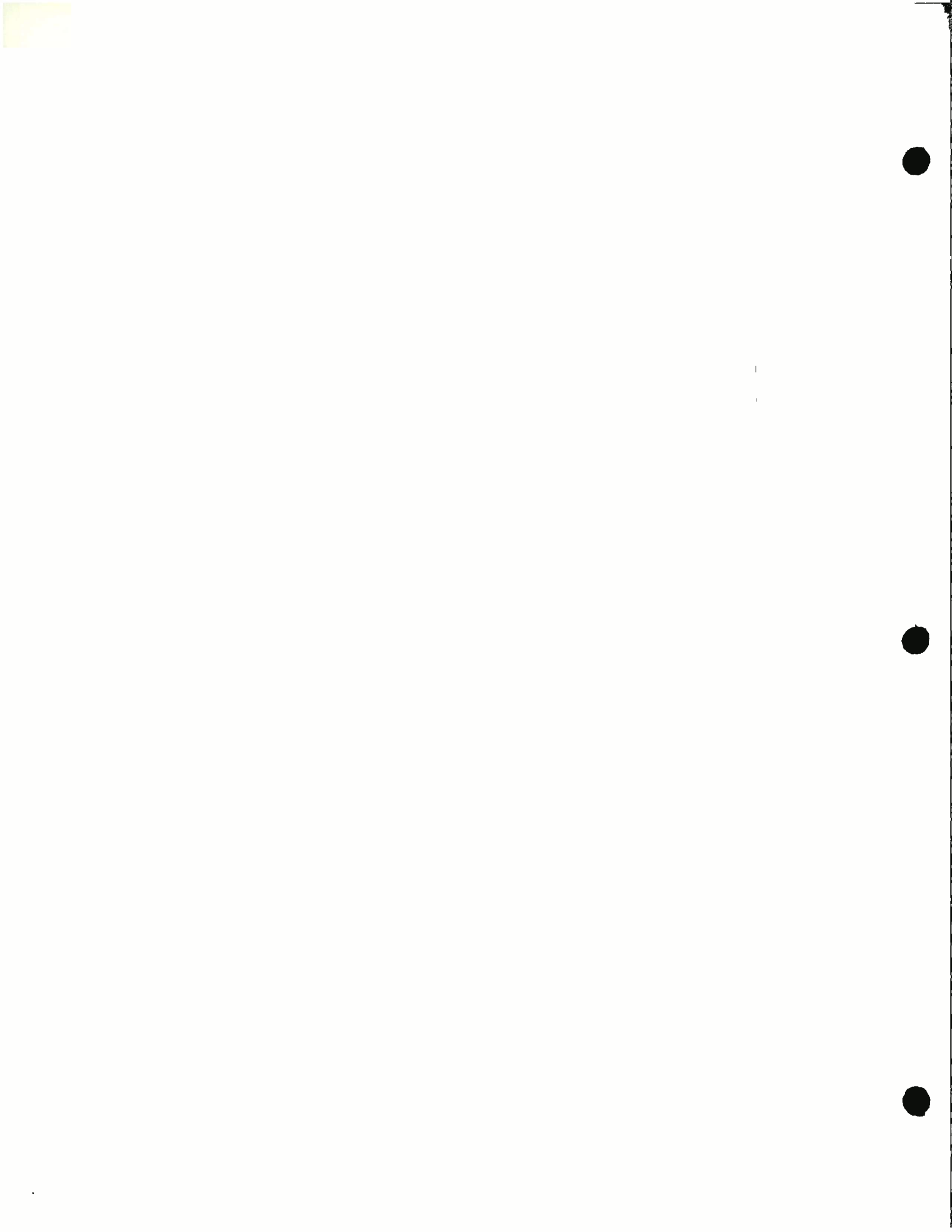
# WMOO RADIO MOBILE, ALABAMA



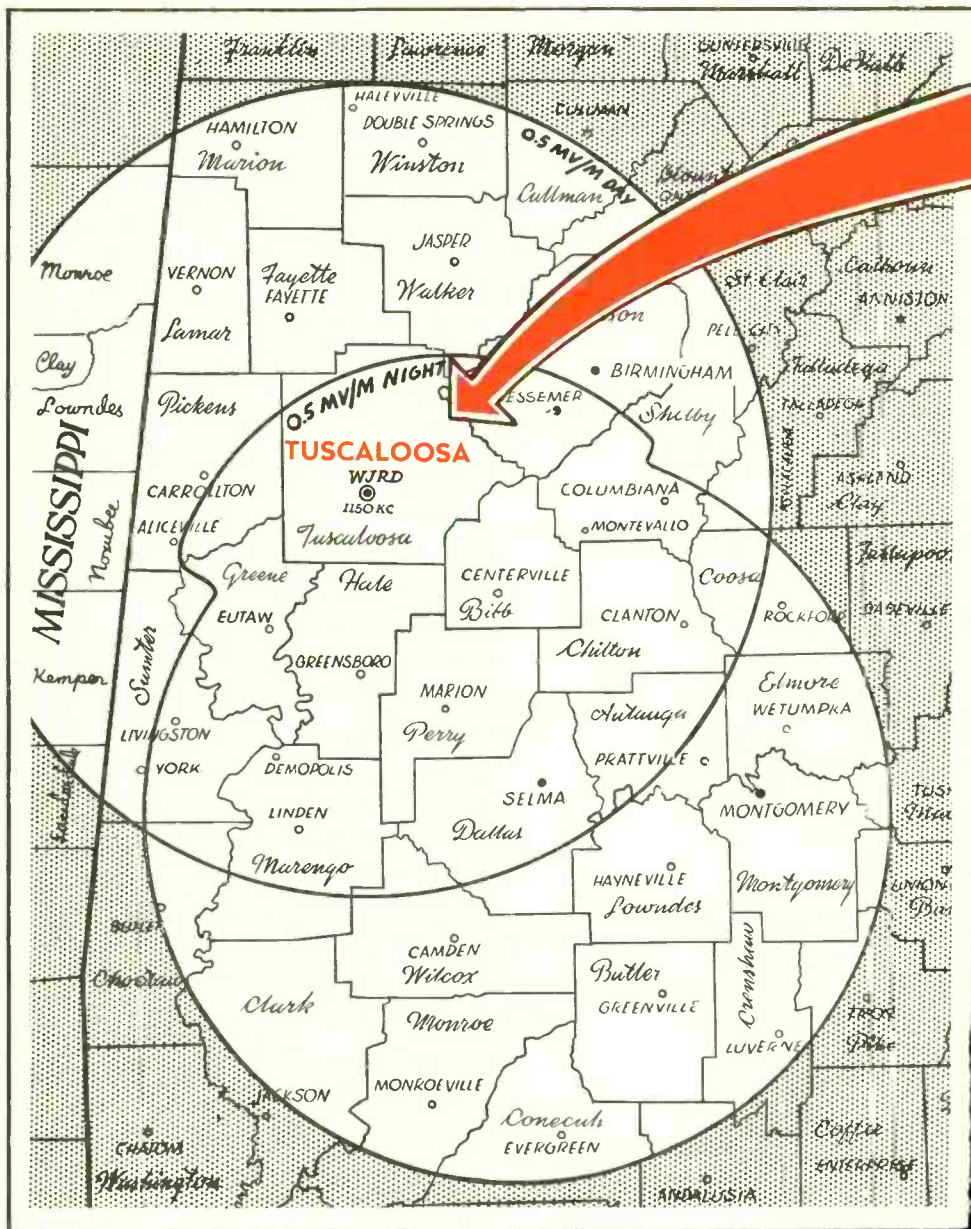
# WMOO

## THE BLACK GIANT

### 50,000 WATTS AT 1550 K.C.







# WJRD

ESTABLISHED 1936

WEST ALABAMA'S AND  
EAST MISSISSIPPI'S OLDEST  
AND MOST POWERFUL  
RADIO STATION

## 5000 Watts

COMPLETELY COVERS  
ALABAMA'S 4TH MARKET

LOCATED IN

# TUSCALOOSA

## ALABAMA

POWER + LISTENERS  
PROMOTION + PROGRAM

## TUSCALOOSA . . Home of WJRD

AND

*The University of Alabama*

- GULF STATES PAPER CORPORATION
- GOODRICH TIRE & RUBBER COMPANY
- CENTRAL FOUNDRY COMPANY
- REICHHOLD PLASTICS COMPANY

AND HUNDREDS OF OTHER DIVERSIFIED INDUSTRIES

*In the Heart of the Rich Southern Pine Timber Area*





# Radio

## BIRMINGHAM

5,000 WATTS - 960 KC - 24 HOURS

### Alabama's Number One Market



COVERAGE AREA BASED ON ESTIMATED 0.5 MV CONTOUR

MOONEY BROADCASTING CORPORATION





Serving Blount County — A County older than Alabama!

A PROFILE OF...

**Oneonta, Alabama**

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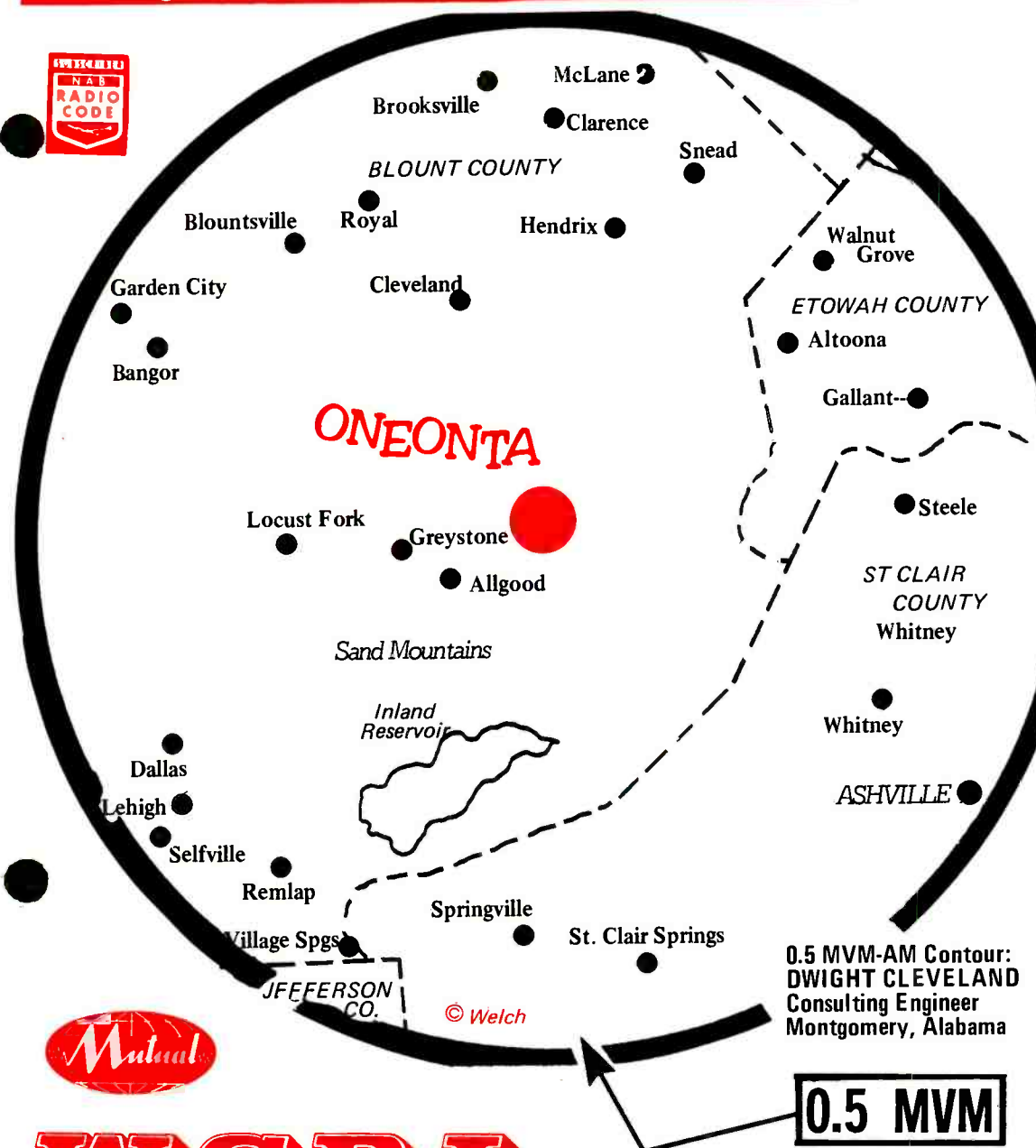
**INDUSTRIALLY** — Oneonta is the home of Blue Bell, Inc., (world's largest manufacturer of work and play clothes); Alusco — a division of Revere Copper & Brass Corporation; Hold 'Em, Inc., (manufacturers of livestock equipment); Allgood Manufacturing Company (railroad supplies); and Golden Egg Products, Inc.

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WCRL Radio is sports-minded, with live play-by-play coverage of high school football — plus collegiate games including Auburn — the University of Alabama — and Jacksonville State College games!

Regional Representatives:  
**DAVID CARPENTER CO.**  
Atlanta and Memphis



0.5 MVM-AM Contour:  
DWIGHT CLEVELAND  
Consulting Engineer  
Montgomery, Alabama

**0.5 MVM**

**Market Data:**

	0.5 MVM Coverage
Population .....	47,400
Households .....	13,580
AM Radio Homes .....	13,300
Spendable Income .....	\$89,513,000
<b>TOTAL RETAIL SALES</b> .....	<b>\$44,984,000</b>
Food Stores .....	\$11,398,000
Drug Stores .....	\$ 1,383,000
Dept. Stores .....	\$ 5,135,000
Apparel Shops .....	\$ 2,250,000
Homefurnishings .....	\$ 2,510,000
Auto Dealers .....	\$ 8,608,000
Service Stations .....	\$ 4,629,000
Automobiles .....	29,060
Farm Population .....	8,100
Farm Income .....	\$23,604,000

SOURCE: SRDS Consumer Market Data.

**Mutual**  
**WCRL**  
**RADIO**

**Oneonta, Alabama**

**1570 KC**

**1000 Watts**

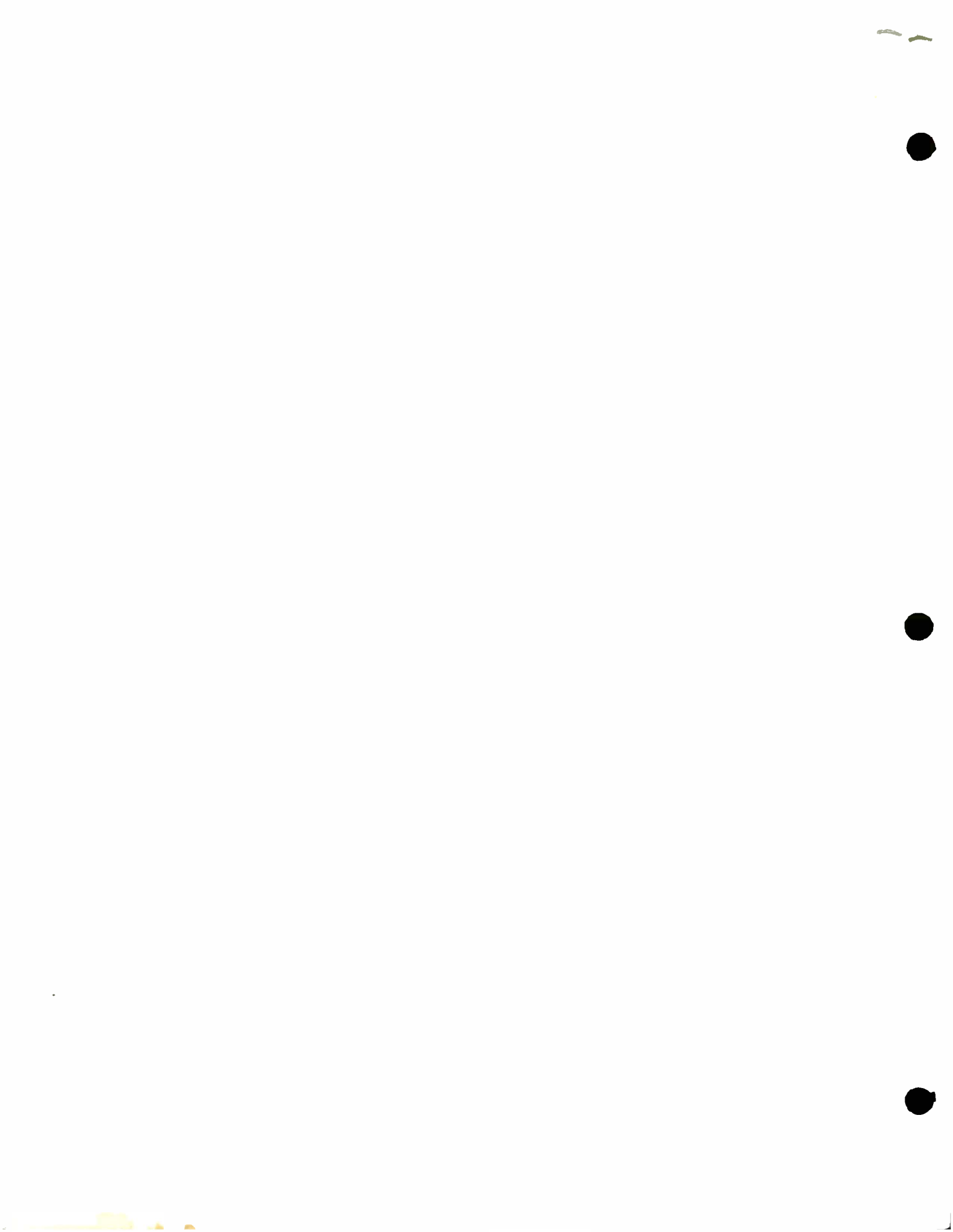
**Daytime**

Blount County Broadcasting Service  
L. D. Bentley Jr., Owner-Manager  
Jerry E. Hudson, Assistant Manager

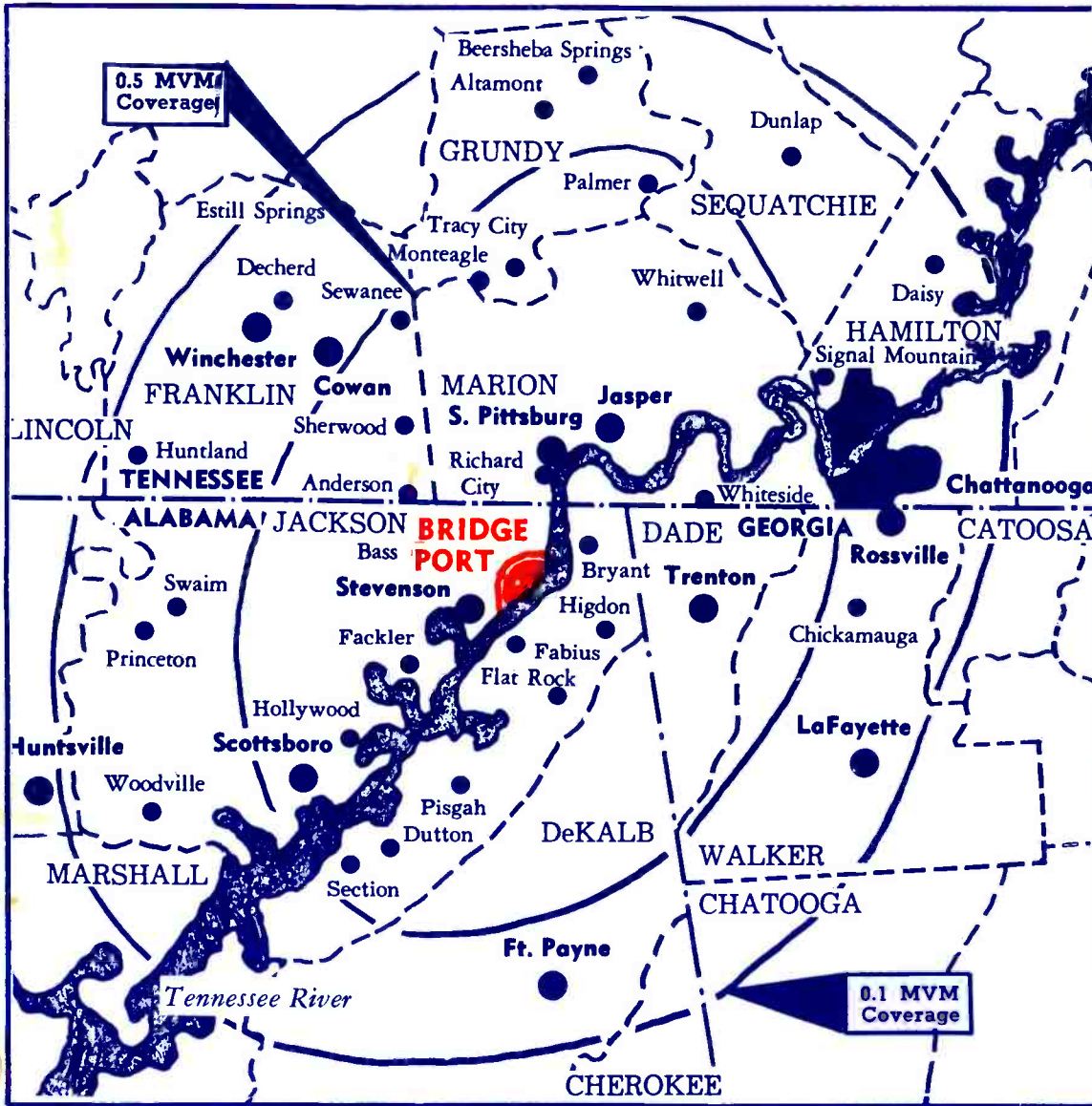
Postal Box 490  
Phone (205) 274-2289

**ONEONTA, ALABAMA 35121**

Prepared by-- **RADIO** Unlimited



1000 Sales Packed Watts at 1480 KC



# WBTS

**BRIDGEPORT, ALABAMA**

\* Serving the Tri-States of Alabama, Georgia and Tennessee with Music, News, and Sports. WBTS provides area listeners with UPI World and Regional News, complete local news coverage and community service.

\* Located in the heart of the low cost power area of the great Tennessee Valley, WBTS serves a basic farming region PLUS one of the nation's finest recreational spots . . . fishing, water sports, 20 state parks, 10 wonder caves including historic Russell Cave, hunting and recreation for the family.

**Bridgeport Broadcasting Company**  
**Phones 495-2274 and 2275**  
**Bridgeport, Alabama**

### MARKET DATA:

	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	109,800	480,600
Total Households	33,240	140,050
Radio Homes	31,930	137,830
Passenger Cars	34,050	148,360
Spendable Income	\$100,762,000	696,775,000

### RETAIL SALES:

Food Stores	\$ 16,987,000	135,031,000
Drug Stores	\$ 1,793,000	17,369,000
General Merchandise	\$ 9,914,000	59,836,000
Apparel Stores	\$ 2,451,000	25,414,000
Home Furnishings	\$ 3,131,000	29,624,000
Auto Sales	\$ 12,324,000	85,579,000
Filling Stations	\$ 9,765,000	49,564,000
Farm Stores	\$ 10,422,000	21,408,000
Building Materials	\$ 7,364,000	28,543,000
<b>TOTAL RETAIL SALES</b>	<b>\$ 69,809,000</b>	<b>505,047,000</b>

### FARM DATA:

Farm Population	32,900	59,900
Gross Farm Income	\$ 53,132,000	99,942,000

SOURCE: SRDS Consumer Market Data 1962; U. S. Department of Agriculture; American Automobile Association; RETMA.

DESIGN by Appalachian Advertising Associates  
 Black Mountain, North Carolina

# WBTS

**1000 Watts**  
**1480 KC**  
**Bridgeport,**  
**Alabama**

Serving Bridgeport / Tri-States



2111



# WBAM

Montgomery 2, Alabama  
Post Office Box 1447 — Phone 262-3851  
Deep South Broadcasting Company

W. J. BRENNEN, President  
FELIX ROBINSON, JR.,  
Commercial Manager

## 50,000 WATTS

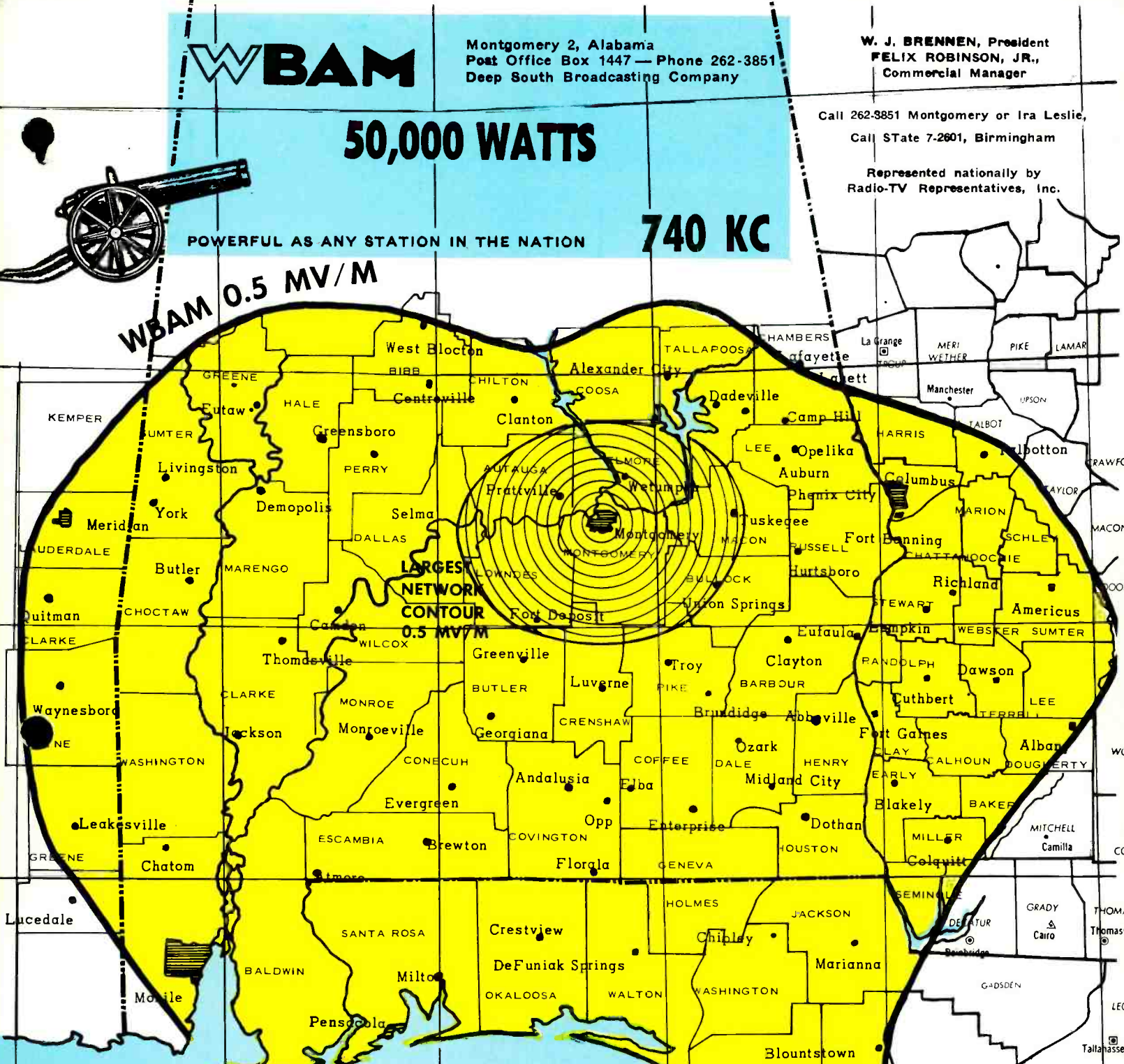
## 740 KC

POWERFUL AS ANY STATION IN THE NATION

Call 262-3851 Montgomery or Ira Leslie,  
Call STate 7-2601, Birmingham

Represented nationally by  
Radio-TV Representatives, Inc.

### WBAM 0.5 MV/M



LARGEST  
NETWORK  
CONTOUR  
0.5 MV/M

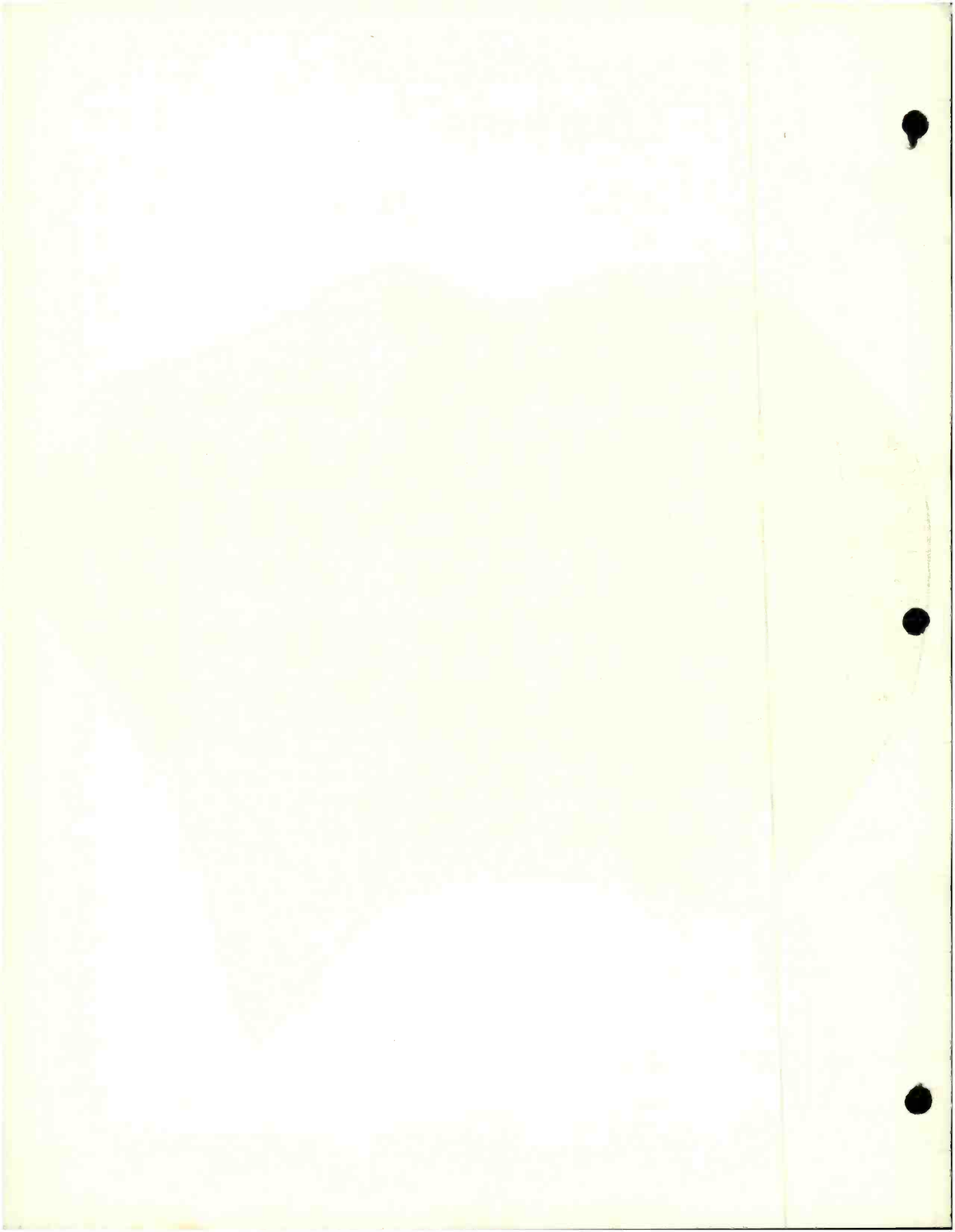
### MARKET DATA

Source: SRDS Aug. 1, 1962

	Within 0.5 MV/M Contour WBAM	Within 0.5 MV/M Contour Biggest Network
Audience Population	2,423,000	274,300
Households	593,916	72,213
With AM Radio	507,035	62,575
Passenger Cars	653,200	79,100
Consumer Spendable Income	\$3,812,985,700	\$ 397,820,000
<b>MARKET TOTAL SALES</b>	<b>1,858,238,500</b>	<b>268,505,600</b>
1-1-61 to 1-1-62		
Food	\$ 457,551,000	\$ 52,576,300
Drug	65,655,700	7,979,600
General Merchandise	230,020,200	34,667,400
Apparel	116,003,200	17,278,200
Home Furnishings	98,133,100	12,090,500
Automotive Sales	368,862,000	43,029,700
Filling Stations	207,233,600	20,000,800
<b>Farm Total Audience WBAM</b>		
Farm Population	260,500	29,700
Farm Gross Income	\$ 431,772,600	\$ 50,591,900

WBAM 0.5 MV/M measured contour

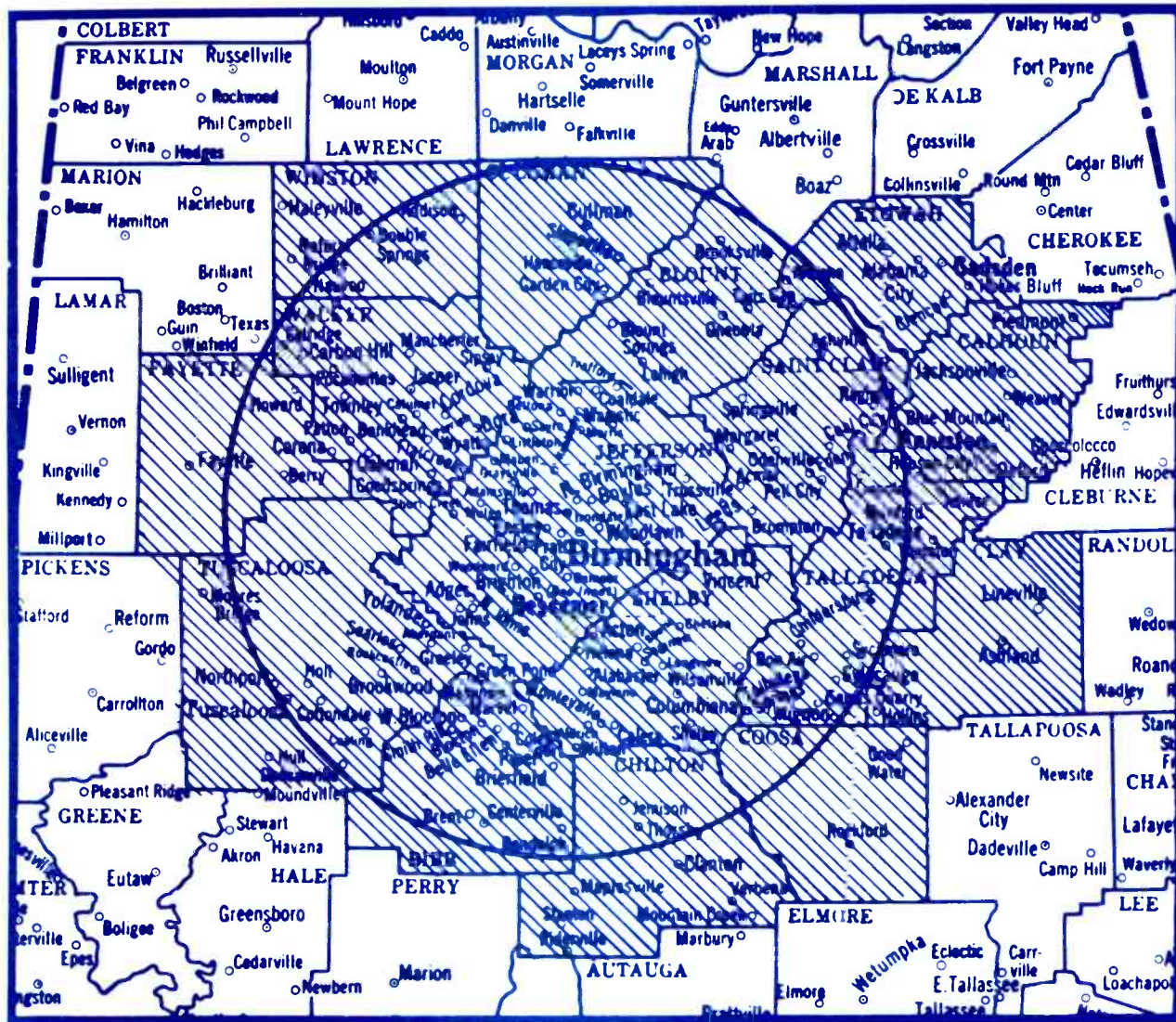
Biggest network station 0.5 MV/M contour from FCC files





# WBRC *Radio*

## BIRMINGHAM ALABAMA

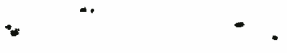


COVERAGE AREA  
BASED ON ESTIMATED  
0.5 MV CONTOUR

5,000 WATTS

960 KC





**RADIO STATION**  
**WAVU**

*High Atop*

**SAND MOUNTAIN**

**1000 WATTS**

**630**

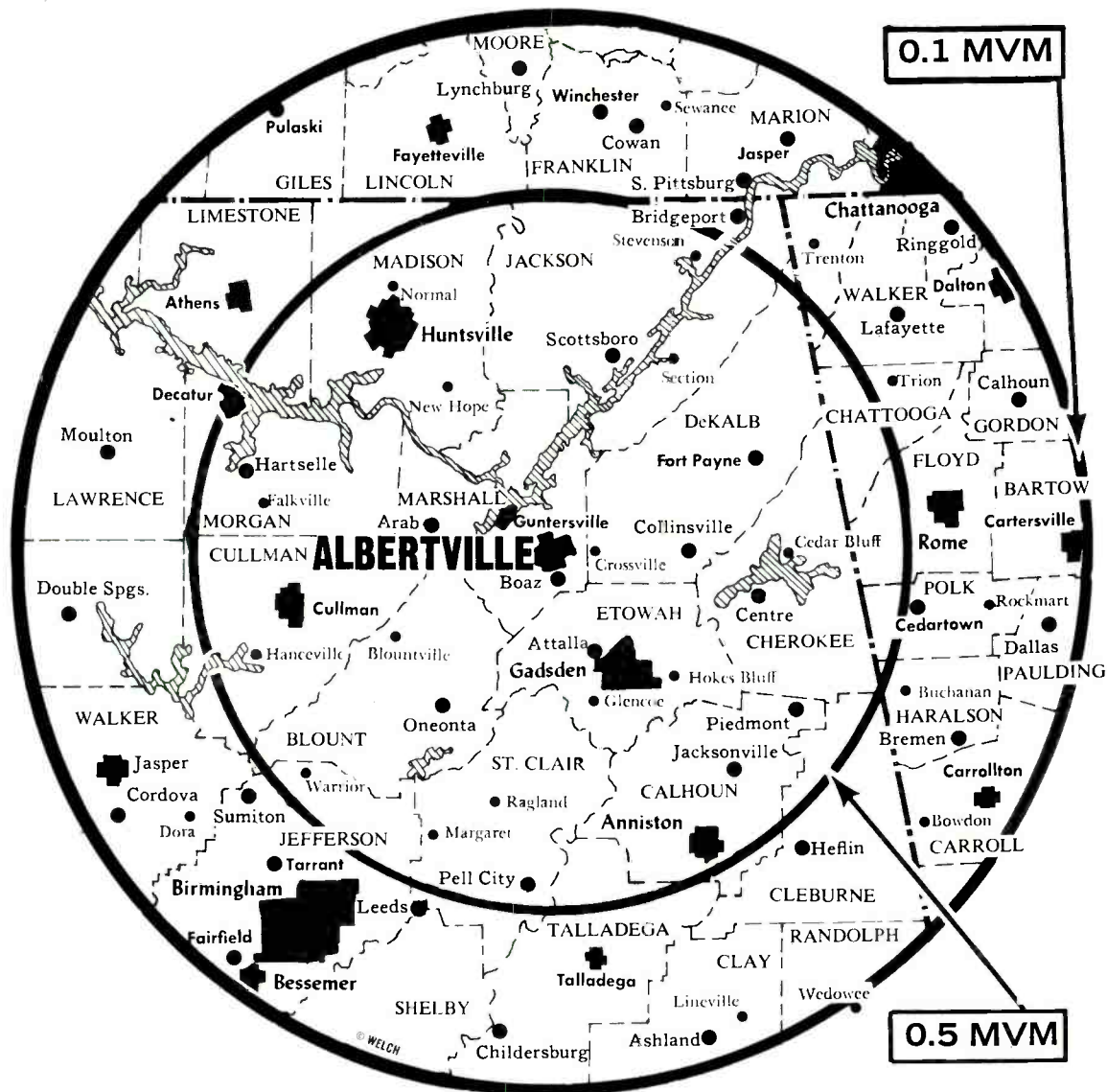
**ALBERTVILLE, ALA.**

- 53% Population Increase in 1960 Census
- Basic Station of the Alabama Community Network
- Member RAB, NAB, Alabama Broadcasters Association
- Basic Station for Alabama Farm Network
- Fulltime Farm Director Ag Graduate Member NFDA

**ALSO OPERATING**

**WAVU-FM**

**20,000 WATTS**



**RADIO 630...**

**WAVU**

**Serving the Nation's  
Most Densely Populated  
Rural Area . . . .**

<b>MARKET DATA:</b>	<b>0.5 MVM Coverage</b>	<b>0.1 MVM Coverage</b>
Population .....	629,310	2,223,630
Households .....	172,170	625,620
Radio Homes .....	163,560	597,050
Automobiles .....	228,110	757,990
Spendable Income .....	\$841,956,000	3,447,112,000

<b>RETAIL SALES:</b>	<b>0.5 MVM Coverage</b>	<b>0.1 MVM Coverage</b>
Food Stores .....	\$127,584,000	543,420,000
Drug Stores .....	\$ 17,102,000	74,884,000
General Merchandise .....	\$ 67,015,000	295,780,000
Apparel Stores .....	\$ 33,961,000	135,261,000
Home Furnishings .....	\$ 30,843,000	115,623,000
Auto Sales .....	\$112,153,000	479,522,000
Service Stations .....	\$ 45,898,000	190,555,000
*Total Retail Sales .....	\$601,992,000	2,318,064,000

<b>FARM DATA:</b>	<b>0.5 MVM Coverage</b>	<b>0.1 MVM Coverage</b>
Population .....	112,430	241,350
Gross Farm Income .....	\$199,843,000	434,727,000

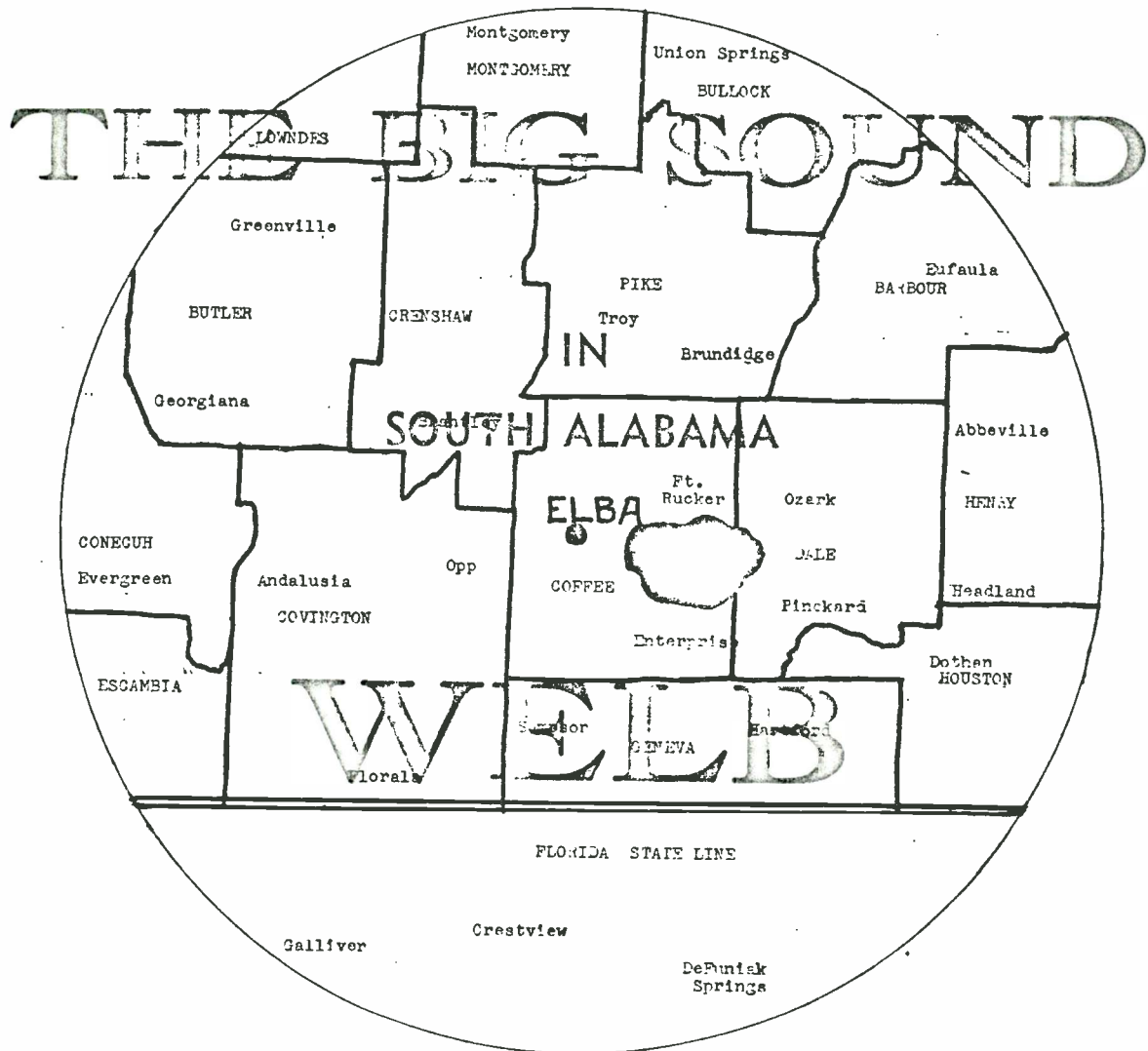
**SOURCE: SRDS Consumer Data exclusively.**

**PREPARED BY MARKET DATA ASSOCIATES**

**P. O. BOX 411      PHONE 878-1311**  
**Albertville, Alabama**







**ITEMS OF INTEREST ABOUT ELBA AND COFFEE COUNTY**

These major firms or installations are located in Elba or Coffee County.

- Dorsey Trailers ..... World's 3rd Largest
- National Security Insurance Co..... Home Office
- Emergency Aid Insurance Co..... Home Office
- Mutual Benefit Insurance Co..... Home Office
- Sessions Peanut Co.—Peanut Butter and Numerous Peanut Products
- Fort Rucker..... Army Installation

There are numerous smaller manufacturing concerns in this area. Coffee County is also the Peanut Capitol of the world.

1000 Watts

**WELB**

1350 K C

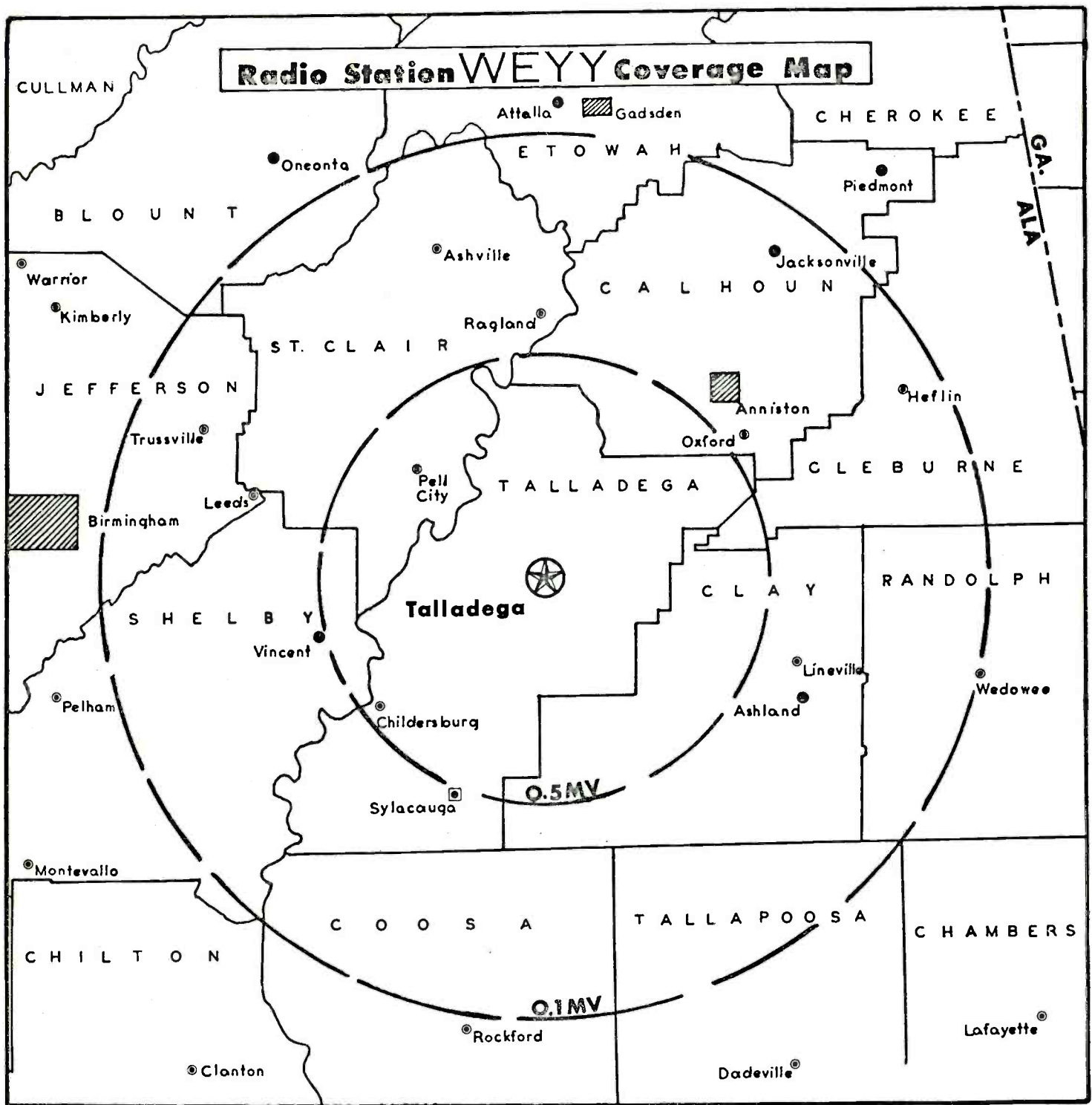
“Listeners Preference — Our Best Reference”

SERVING ONE OF THE SOUTH'S RICHEST MARKETS WITH MUSIC AND NEWS DAILY

**ELBA, ALABAMA**

I. Jack King, Jr.  
**JEM DOWDY, Manager**





Radio Station

**WEYY**

Talladega, Ala.

1580 Kc \* 1000 Watts

POPULATION 316,427

RADIO HOMES 71,216

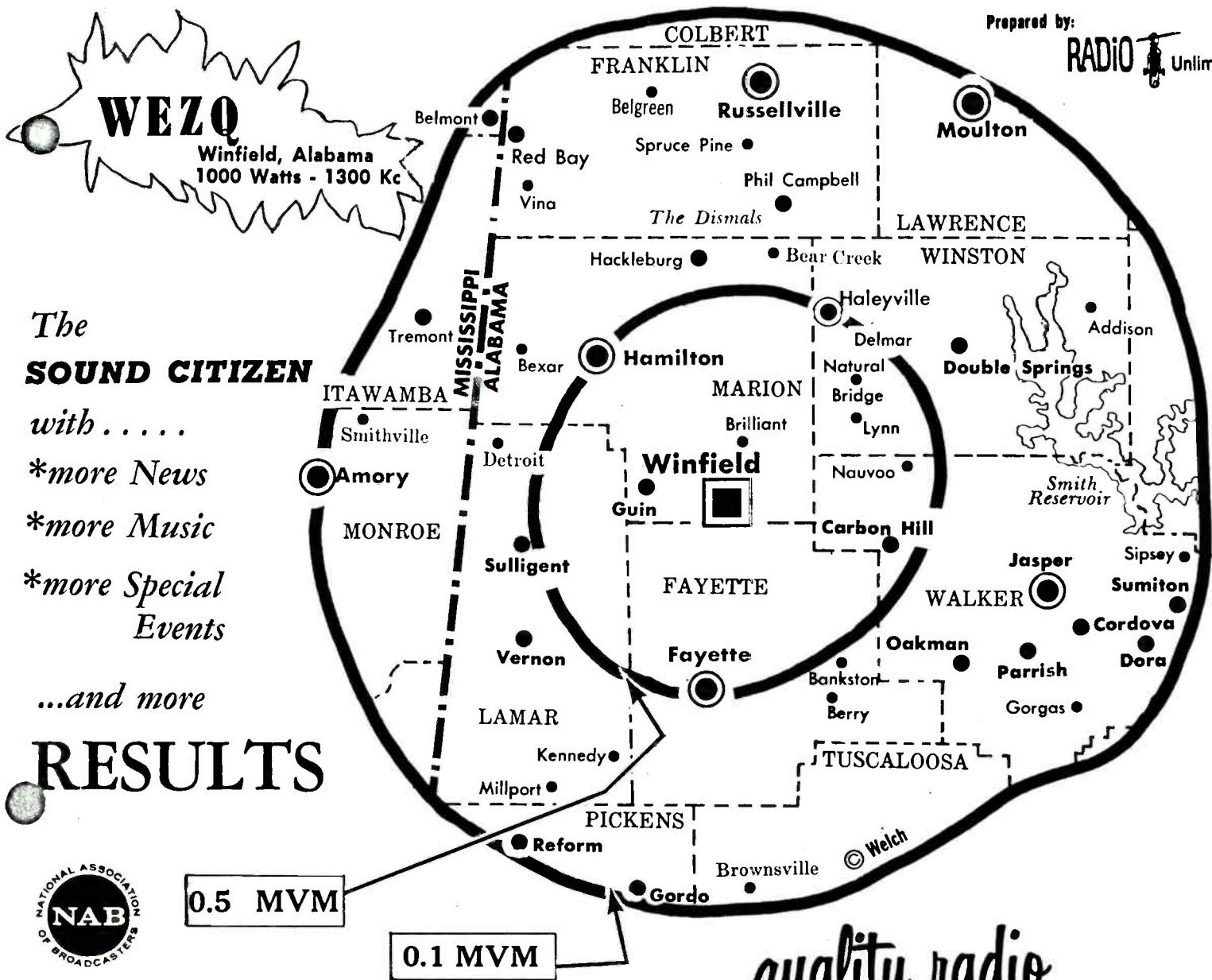
RETAIL SALES 202,237,000





Prepared by:

**RADIO** Unlimited



The **SOUND CITIZEN**

with . . . . .

\*more News

\*more Music

\*more Special Events

...and more

**RESULTS**



0.5 MVM

0.1 MVM

*quality radio*

**WEZQ**

*the sound citizen station*

**1000 Watts at 1300 KC**

Serving a

Multi-million Dollar Payroll

Area enhanced with

Young-thinking

Progressive Adults.

**WEZQ**

P.O. Box 608 — Phone (205) 487-3261

**Winfield, Alabama 35594**

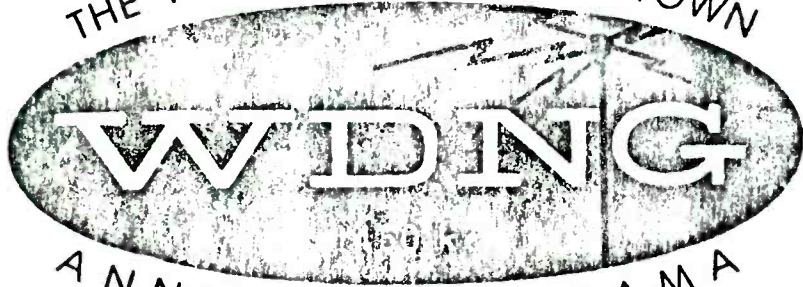
Represented by:  
C. K. BEAVER & ASSOCIATES  
Memphis-Atlanta-Dallas-Miami

Market Data:	0.5 MVM Coverage	0.1 MVM Coverage
Population . . . . .	61,300	205,100
Households . . . . .	17,720	58,180
Radio Homes . . . . .	16,580	56,970
Spendable Income . \$	85,203,000	287,630,000
Total Retail Sales . \$	59,509,000	196,824,000
Food Stores . . . . . \$	14,315,000	53,390,000
Drug Stores . . . . . \$	2,084,000	6,833,000
Genl. Merchandise . \$	5,415,000	14,473,000
Apparel Stores . . . . \$	3,653,000	11,371,000
Home Furnishings . \$	3,621,000	11,706,000
Auto Sales . . . . . \$	11,788,000	39,997,000
Service Stations . . . \$	5,491,000	19,263,000
Passenger Cars . . . .	25,680	83,640
Farm Population . . .	18,470	49,320
Farm Income . . . . . \$	35,834,000	90,680,000

Source: SRDS Consumer Data 1967



THE HAPPIEST SOUND IN TOWN



ANNISTON, ALABAMA

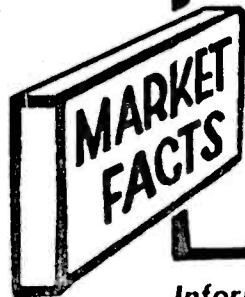
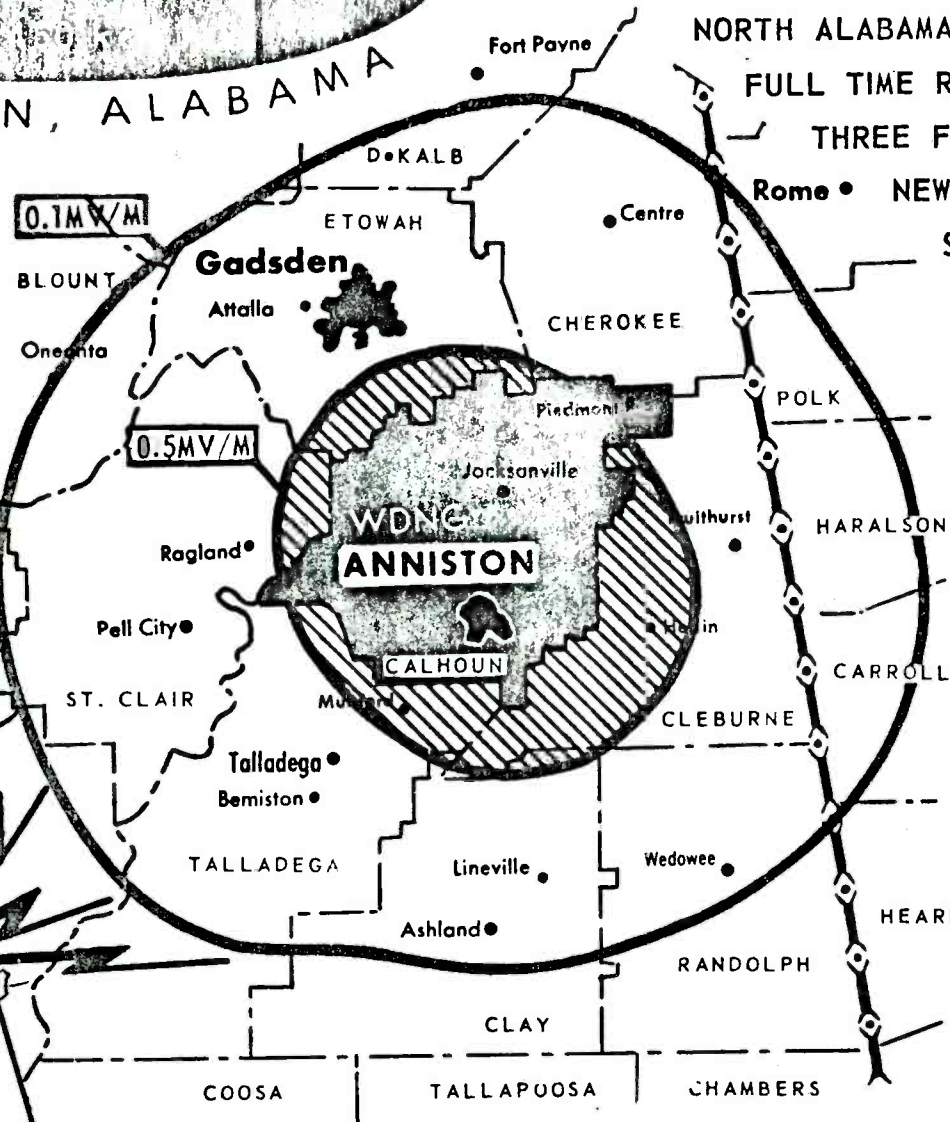
POTTS BROADCASTING CO., INC.  
P.O. Box 1290  
Anniston, Alabama 36201  
205-236-8291

REPRESENTED NATIONALLY by:  
PRO-TIME SALES, INC.  
310 Madison Avenue  
New York, N.Y. 10017

SOUTHEAST REPRESENTATIVE  
BUSBY, FINCH & WOODS, INC.  
1365 Peachtree Street, NE  
Atlanta, Georgia 30309

1450 KC  
1,000 WATTS  
Non Directional

NORTH ALABAMA'S FINEST RADIO.  
FULL TIME RADIO NEWS STAFF,  
THREE FULLY EQUIPPED  
Rome • NEWSMOBILES, MOBILE  
STUDIO AND WALKI  
TALKIES ENABLE  
WDNG TO BE  
FIRST WITH ON-  
THE-SPOT NEWS  
PUBLIC AFFAIR  
AND OTHER  
EVENTS. UNITE  
PRESS INTER-  
NATIONAL AUDIC  
NEWS NETWORK.



\$1,000's added	AM		Eating & Drinking	7,195	20,124
	0.5MV/M	0.1MV/M			
TOTAL SALES	161,793	452,553	Drug & Prop'y	5,495	15,361
Lumb'r, Bldg, Mat'l, Hdwe.	10,572	29,572	Other Retail	11,869	33,191
Gen. Merchandise	19,055	53,300	Non-Store Retailers	2,528	7,071
Food Stores	40,795	114,109	-----		
Automotive Dealers	33,655	94,136	Population	141,266	395,114
Gas Service Stations	13,162	36,815	Households	42,808	119,731
Apparel & Accessory	9,353	26,161	All figures are from the U.S. Census and other sources and are delineated and updated by E. Felker & Associates, Inc. 207 E. Broad Street Palmyra, N.J. 08065 6 1 67		
Furn. & Home Furng's	5,512	15,418			
Elec. Appliances	2,603	7,281			

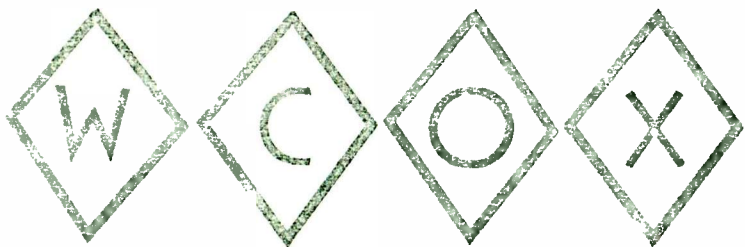
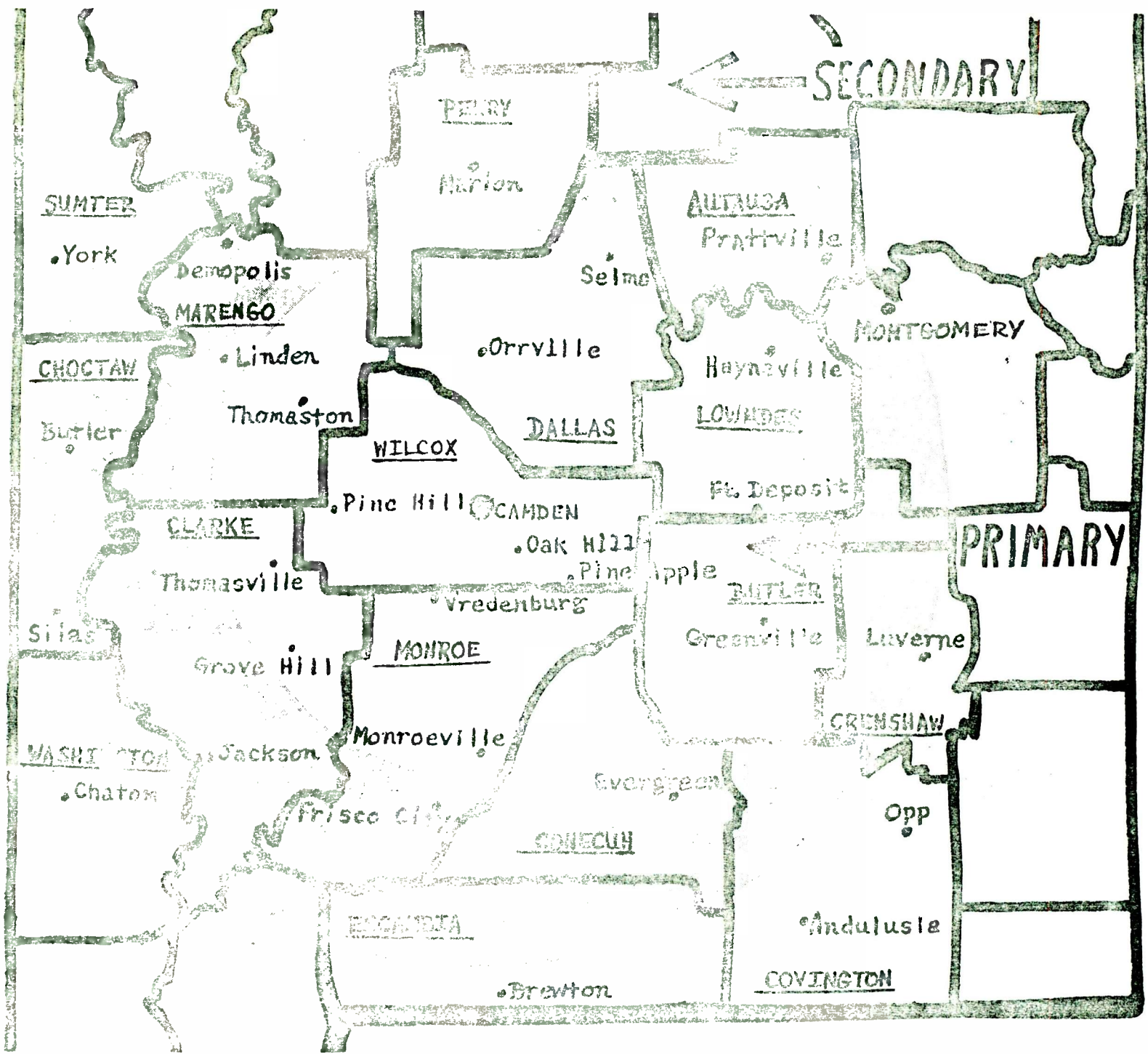
Informative and entertaining — that's WDNG. Regular features such as local book reviews, local stock market reports help make "The Happiest Sound in Town" the area's outstanding radio voice — by far. Covering a Primary (0.5MV M) Market of \$162,000,000 and a Secondary (0.1MV M) Market of \$453,000,000.

**WDNG**  
**RADIO**









CAMDEN, ALABAMA

The only Radio Station devoted exclusively to Southwest Central Alabama – the only Radio Station in this section to serve and promote this fast growing Agricultural and Industrial Section of Alabama.

*Bain Lee*

Manager

Telephone 682-4677

P. O. Drawer 620

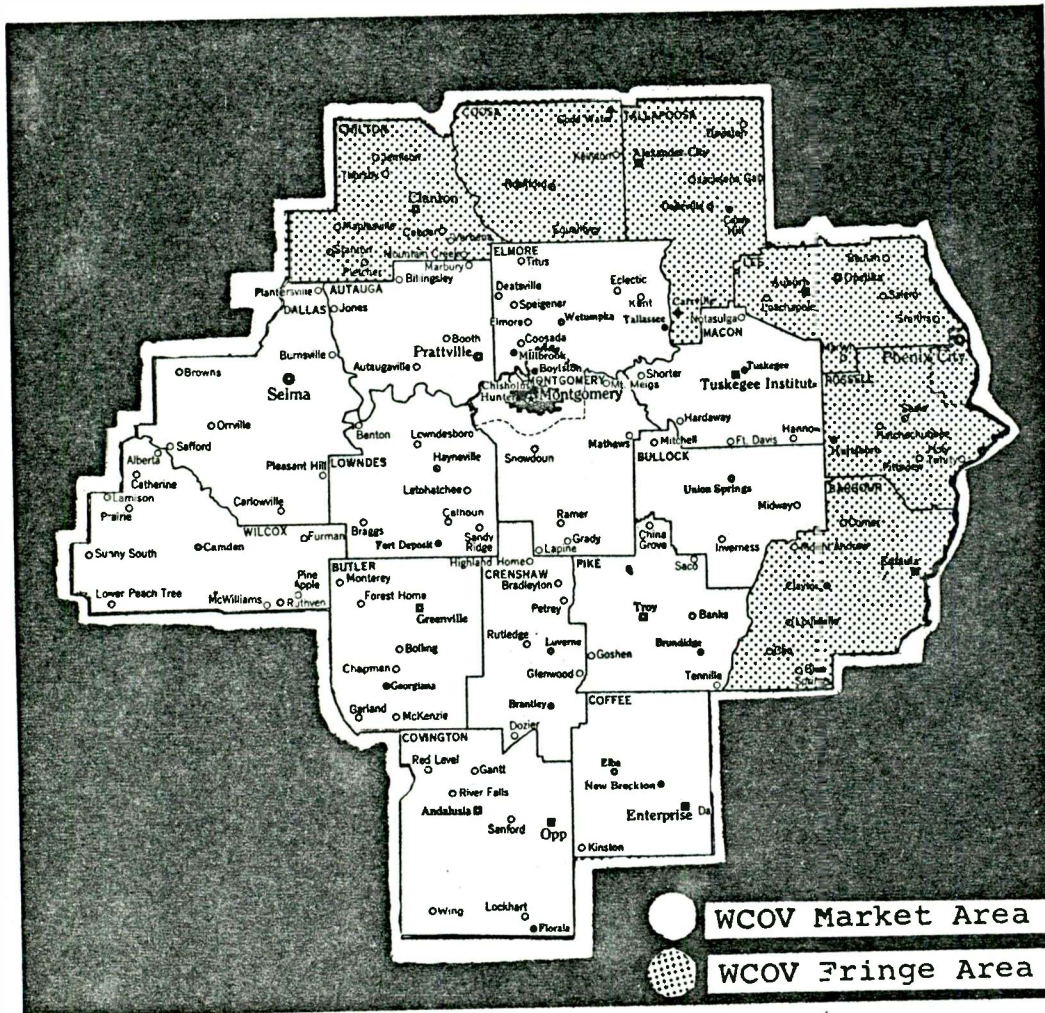
Camden, Alabama 36726

1000 WATTS

1540 KC



# WCOVERAGE <sup>NB</sup> RADIO 10,000 BIG WATTS MONTGOMERY, ALA.



- Total Primary Coverage
- ★ 13 Counties ★
- POPULATION 493,600
- HOUSEHOLDS 130,810
- RETAIL SALES \$597,012,000
- FOOD SALES \$143,378,000
- DRUG SALES \$18,513,000
- FARM POPULATION 58,300
- FARM INCOME \$141,600,000

★ BIG ★ RICH ★ GROWING

**INDUSTRY:** Alabama's industry growth has skyrocketed in the last few years. In 1967 Alabama recorded a 9% industry growth compared to a 4% gain nationwide.

**AGRICULTURE:** Central Alabama's rich agricultural operations provide a major source of income to a stable economy.

**GOVERNMENT:** Federal, State and County government provides payrolls for over 30,000 people in the Montgomery Market.

**MILITARY:** Three of Alabama's seven military installations are located in the coverage area of WCOV Radio. Payrolls at Maxwell, Gunter and Craig Air base contribute over \$100,000,000 a year to the economy of the Montgomery Market.



10,000 Watts (D)  
1,000 Watts (N)

• Represented Nationally by the Meeker Co.

In The South by Busby, Finch & Woods





# WBCA

10,000 Watts

1110 On Your Dial

P. O. Box 426

Bay Minette, Ala. 36507

Phone (205) 937-5596

## New Rates Effective December 1, 1970

### Local Card Number 1 - Gross

Time	Number Of Spots To Be Run In One Month	Class	Up To		
			Up To 50X	Up To 100X	More
Sign On Till 8:00 A.M.	AA	\$3.00	\$2.50	\$2.00	
11:30 A.M. - 1:00 P.M.	A	2.50	2.00	1.50	
3:00 A.M. - 11:30 A.M.	B	2.00	1.75	1.50	
1:00 P.M. - 4:00 P.M.	B	2.00	1.75	1.50	
1:00 P.M. - Sign Off	AA	3.00	2.50	2.00	

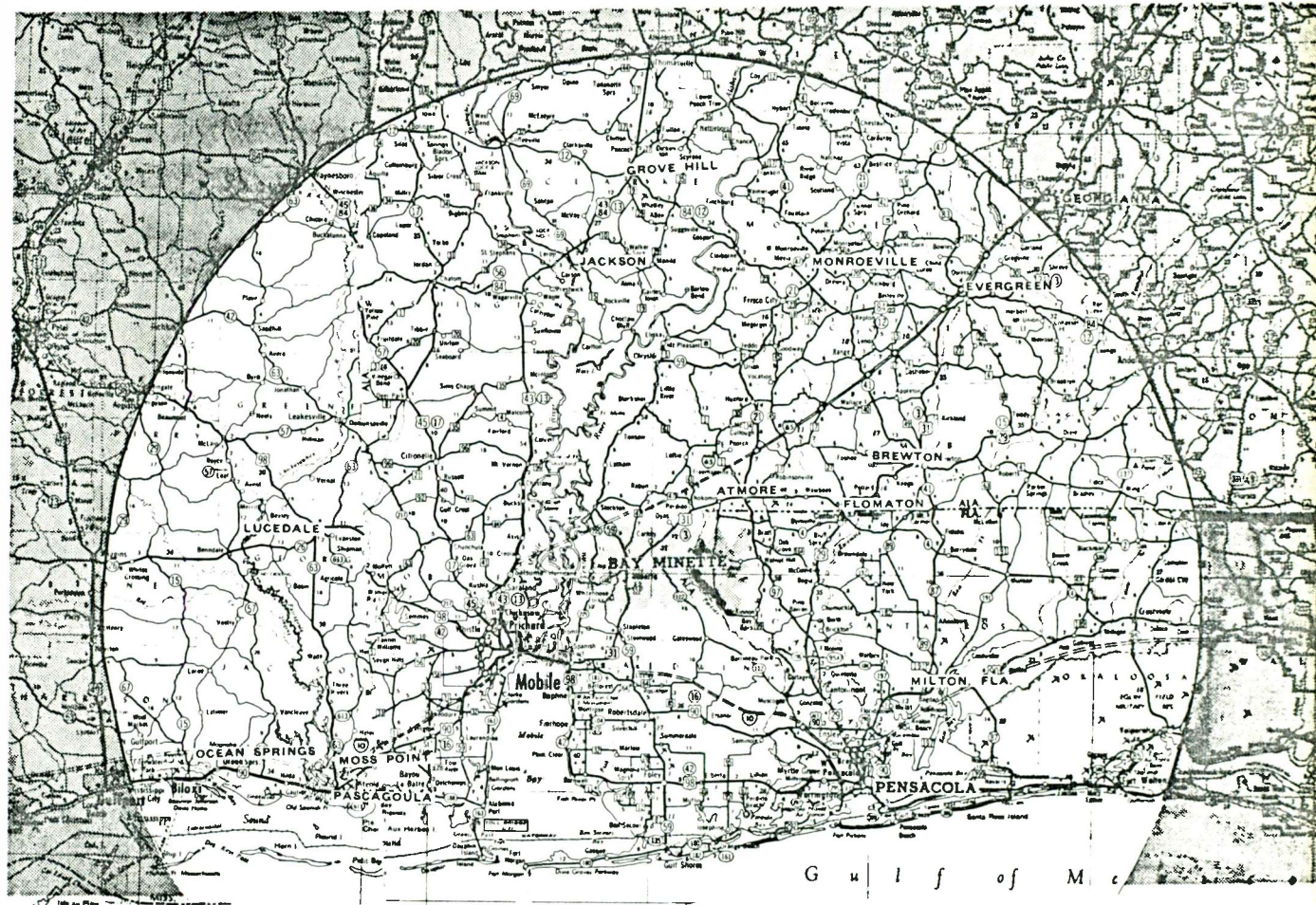
Time Signals consist of the time plus a sponsor's name. i.e.: "Ajax's Time Is 11:30, Time To Buy A Can Of Ajax Today."

Time Signal's Cost \$1.00 Each And A Minimum Of 10 Per Day Must Be Purchased.

Program's Of Any Length Are \$1.00 Per Minute.\*  
\*Remote Broadcast From Any Location Are \$1.00 Per Minute Plus \$20.00 Talent Charge. We Supply Prizes To Give Away On Each Remote Including Records, Albums, Car Washes, etc.

NOTE: In Keeping With Present Broadcast Trends All Commercials Are 30 Seconds. For 60 Second Commercials Add 60%.

# WBCA 10,000 WATTS



"NO OTHER MEDIA REACHES SO MANY FOR SO LITTLE"

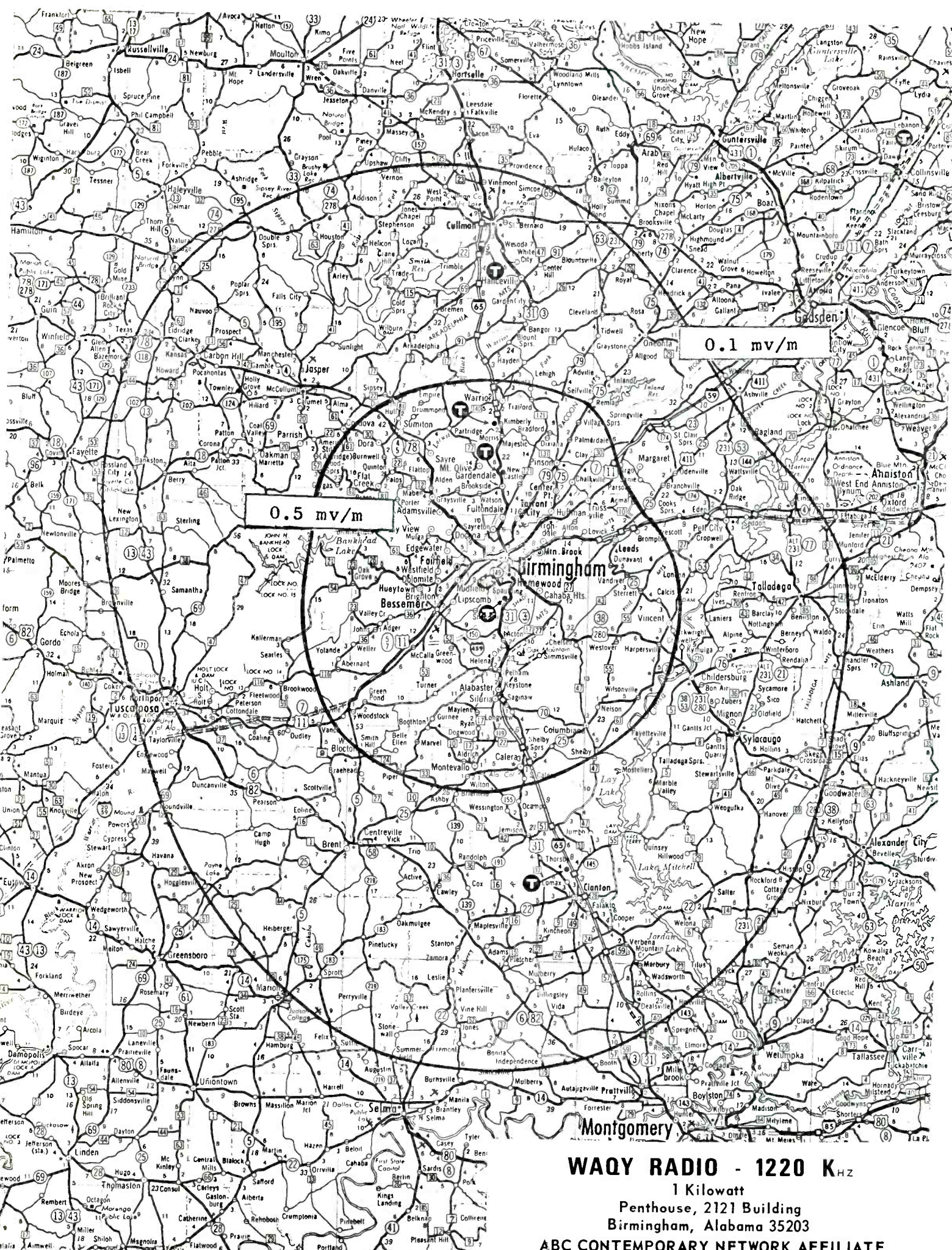
### MARKET DATA

POPULATION	1,172,500
HOUSEHOLDS	212,000
CONSUMER INCOME	\$1,125,250,000
Per Household	\$5,915
RETAIL SALES	\$855,180,000
Per Household	\$4,650

— Source: SRDS





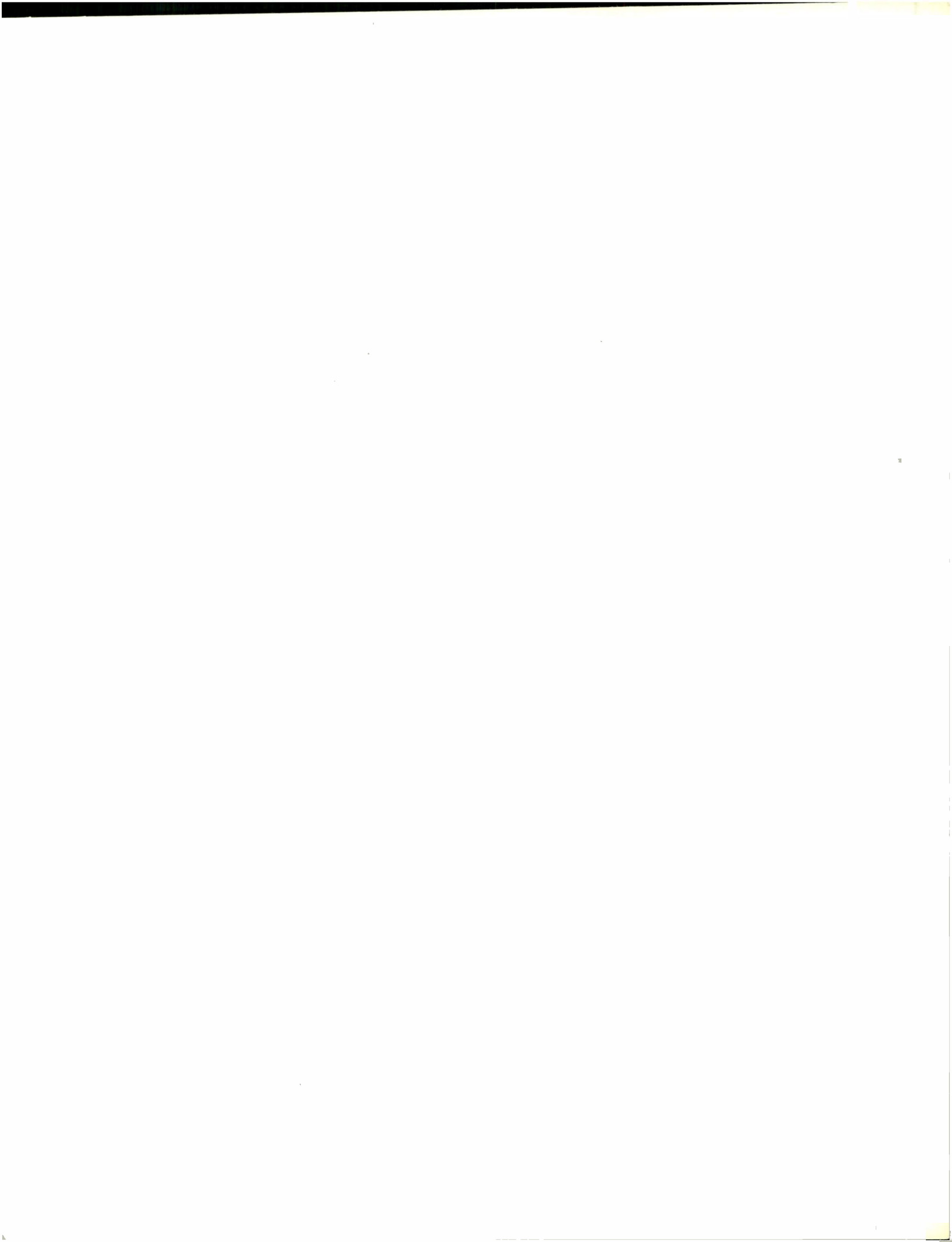


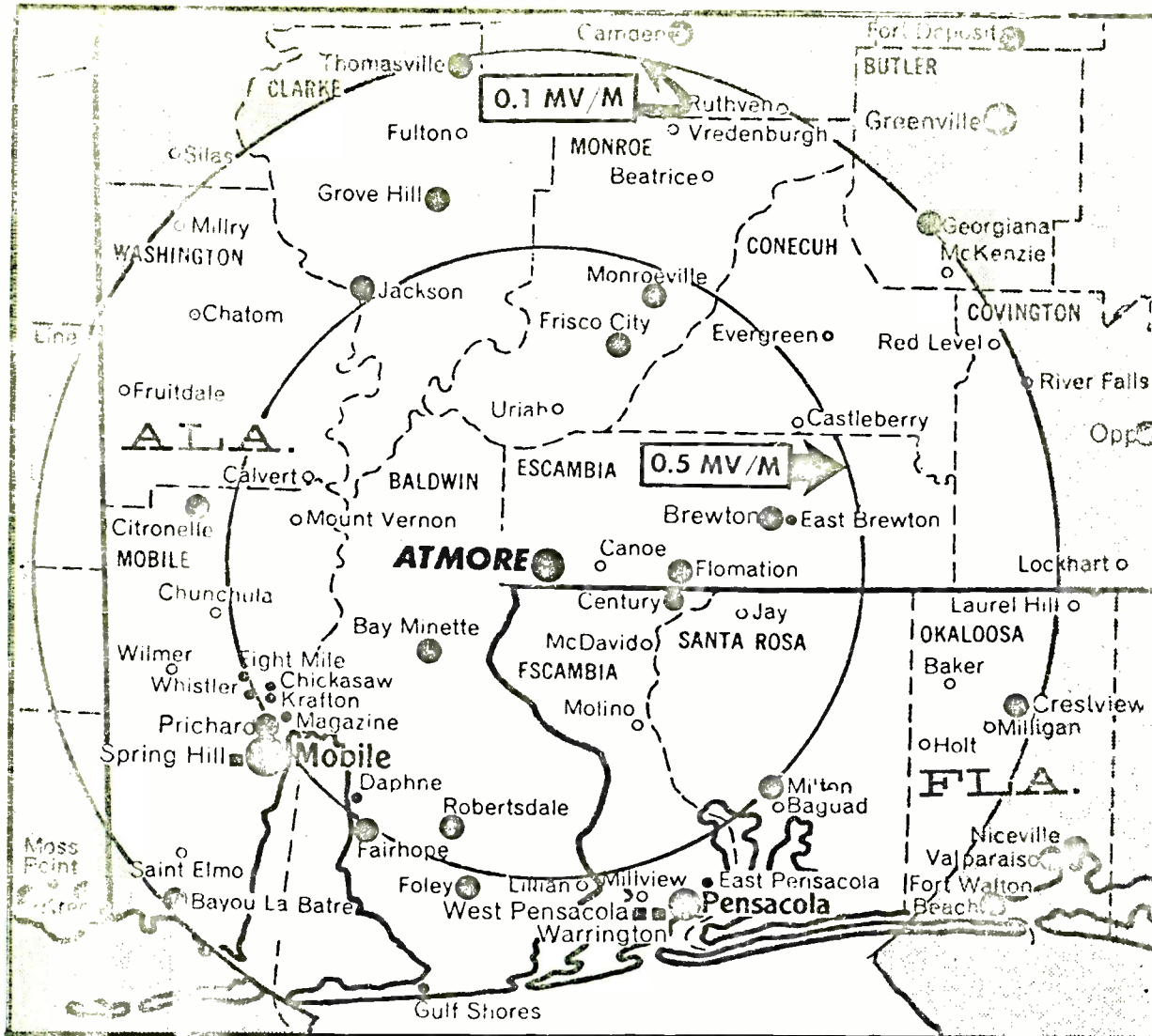
0.5 mv/m

0.1 mv/m

**WAQY RADIO - 1220 KHZ**  
1 Kilowatt  
Penthouse, 2121 Building  
Birmingham, Alabama 35203  
**ABC CONTEMPORARY NETWORK AFFILIATE**







# WATM

Serving and Selling the  
**Rich Agricultural and Industrial South-  
 west Alabama and Northwest Florida**  
 Area from . . .

## ATMORE, ALABAMA

# WATM

**SOUTHLAND BROADCASTING COMPANY**  
 P. O. Box 59 Phone 50  
**ATMORE, ALABAMA**

# WATM

## ATMORE, ALABAMA

**5000 SALES-PACKED WATTS DAYTIME AT 1590 KC**

Nationally Represented by:  
**CONTINENTAL RADIO SALES**

### MARKET DATA:

	Within 0.5 MV/M Coverage	Within 0.1 MV/M Coverage
Total Population.....	118,100	678,820
Total Households.....	29,970	180,470
Total Radio Homes.....	28,350	178,045
Total Passenger Cars.....	29,865	192,400
Spensible Income.....	\$123,468,000	980,775,000

### RETAIL DATA:

Food Sales.....	\$ 26,762,000	192,545,000
Drug Sales.....	\$ 3,029,000	23,114,000
Eat-Drink Places.....	\$ 7,500,000	51,250,000
Genl. Merchandise Sales.....	\$ 9,995,000	71,848,000
Apparel Sales.....	\$ 4,377,000	43,362,000
Home Furnishing Sales.....	\$ 5,453,000	38,983,000
Automotive Sales.....	\$ 24,575,000	178,851,000
Filling Station Sales.....	\$ 10,446,000	54,006,000
Building Materials.....	\$ 14,235,000	57,135,000
TOTAL RETAIL SALES.....	\$105,458,000	818,344,000
TOTAL WHOLESALE SALES.....	\$ 27,850,000	286,048,000
TOTAL SERVICE RECEIPTS.....	\$ 3,128,000	31,027,000

### FARM DATA

Total Farm Population.....	41,140	79,600
Farm Households.....	11,430	23,300
Farm AM Radio Homes.....	10,695	22,560
Farm Passenger Cars.....	10,970	23,970
Total Farm Income.....	\$ 38,637,000	63,825,000

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

Prepared by Wilmarkay Research Company.



# WARI

WARI RADIO

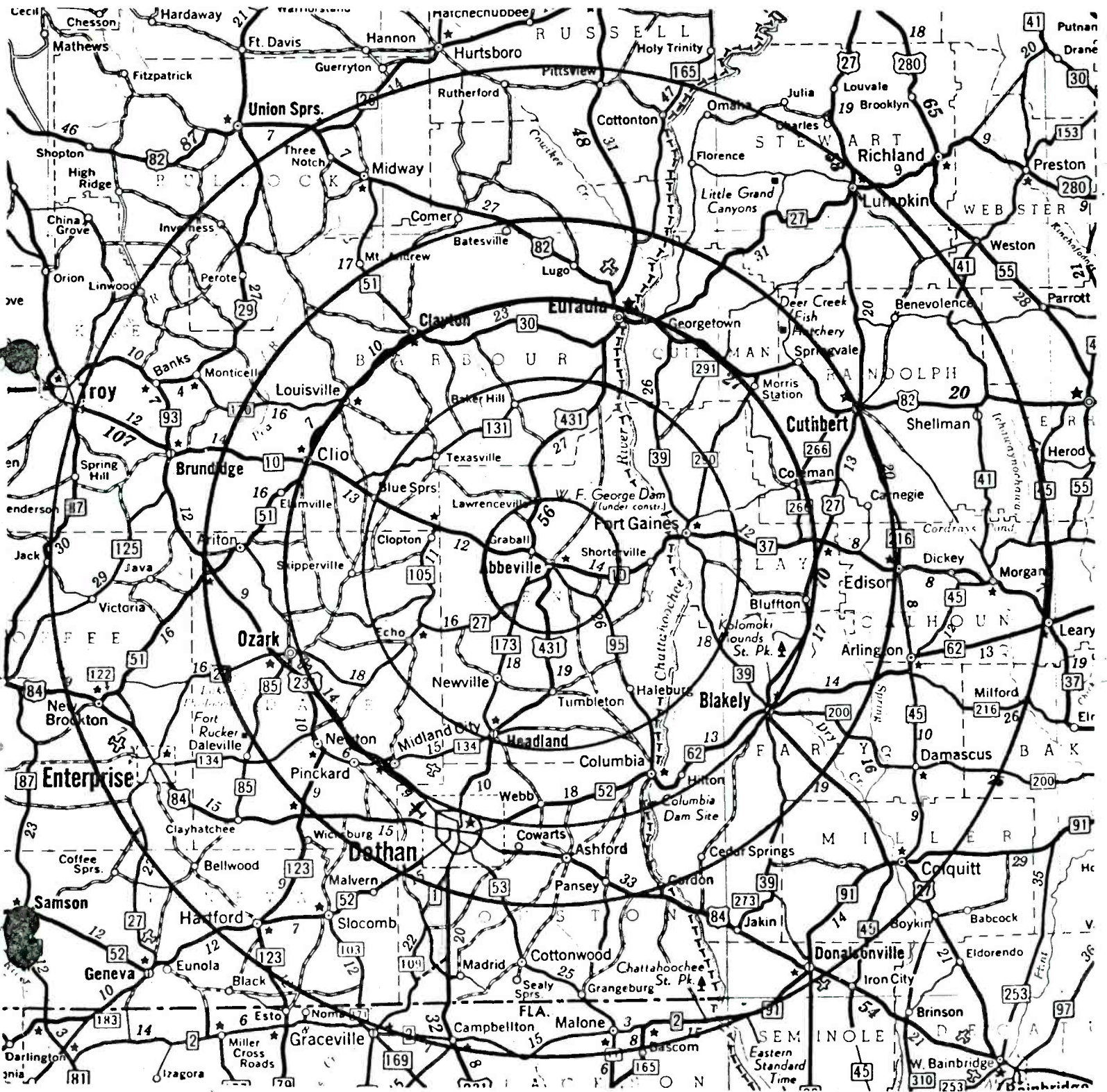
1000 WATTS

1480 KILOCYCLES

ABBEVILLE, ALABAMA

PHONE 5-6061

### Daytime Field Intensity Contours

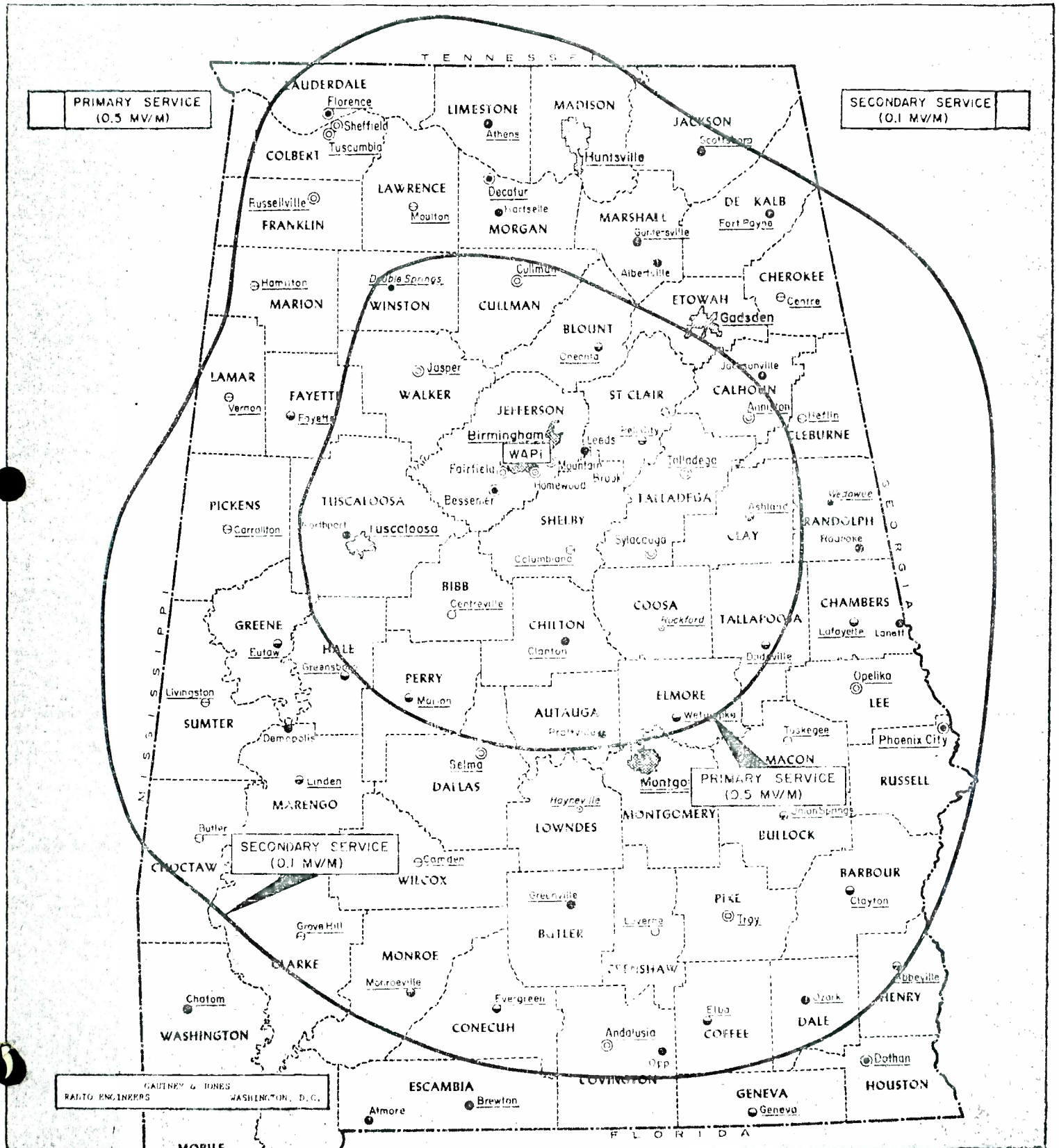


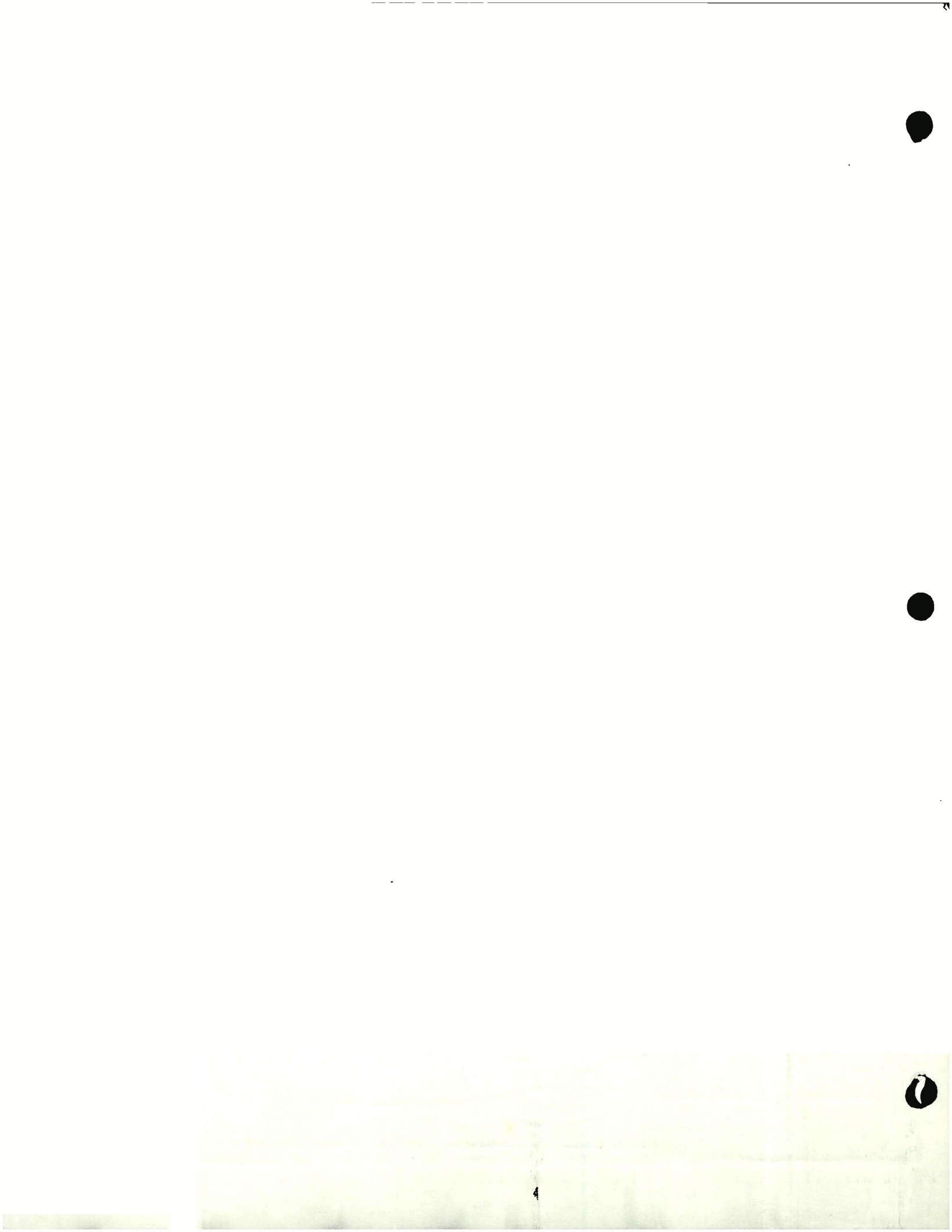




# WAPI RADIO, BIRMINGHAM

## 50,000 WATTS - NON-DIRECTIONAL



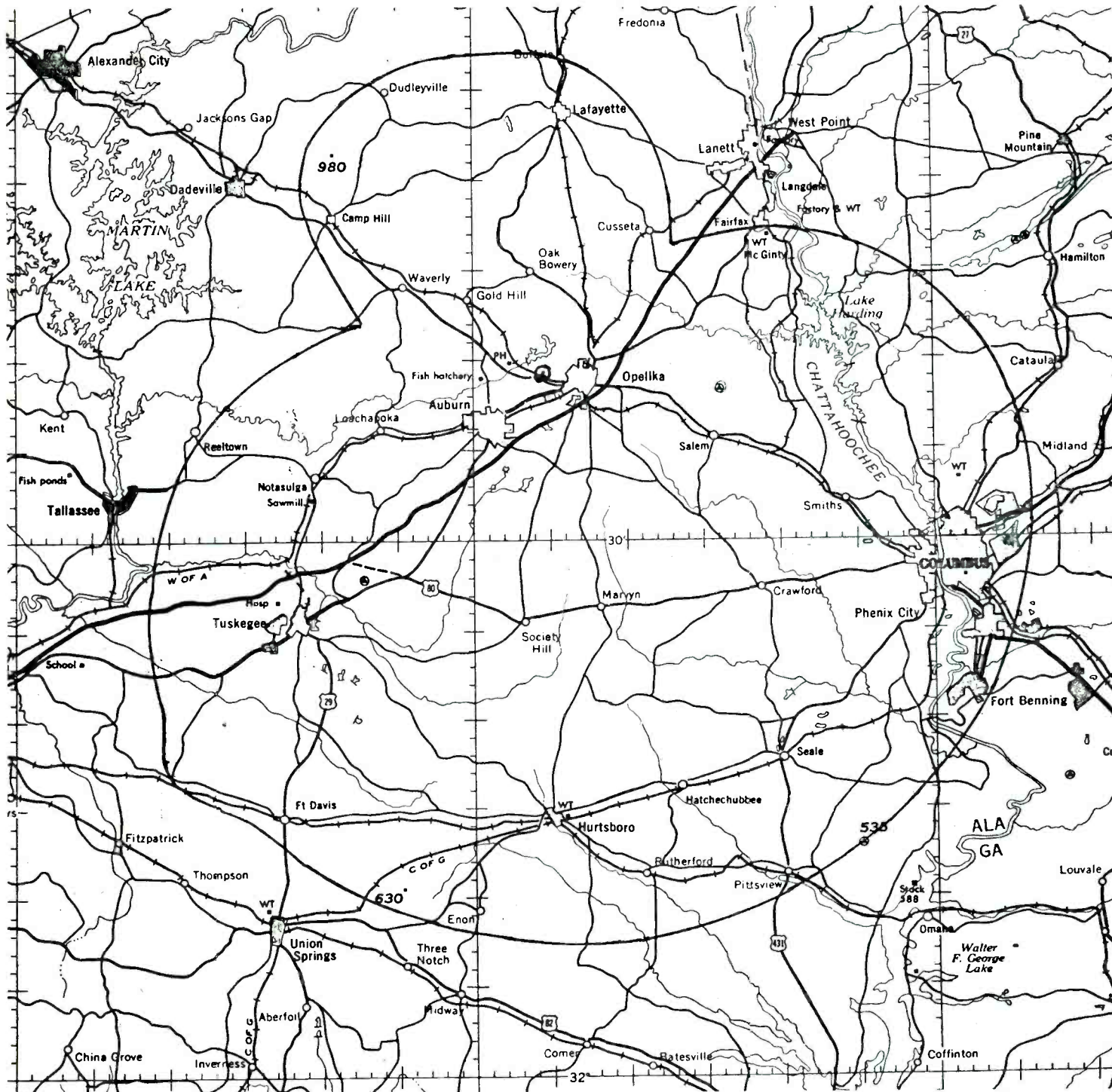


# WAOA

OPELIKA-AUBURN, ALABAMA  
Primary Coverage

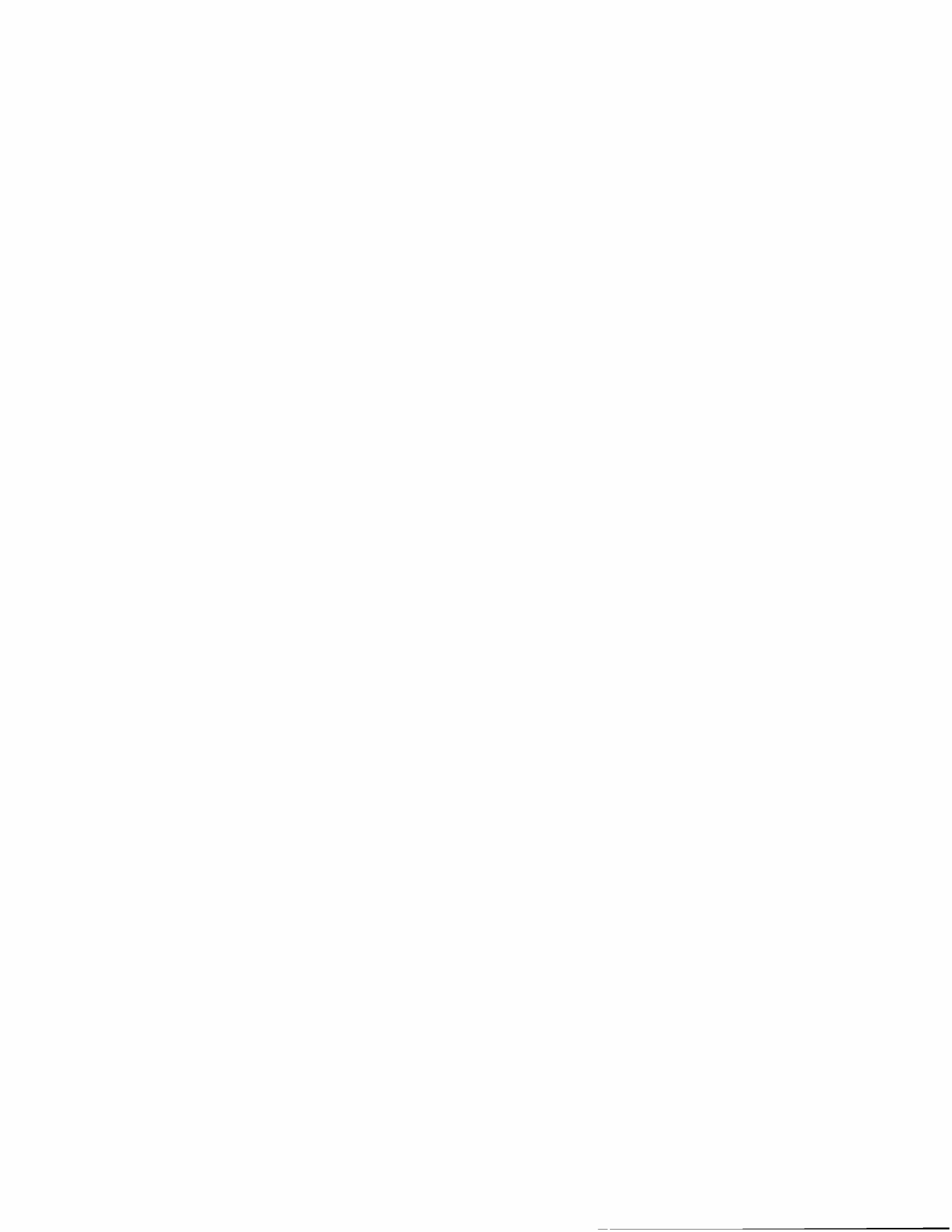
1520

5,000 Watts



0.5 Millivolt/Meter Coverage  
As On File With The  
FEDERAL COMMUNICATIONS COMMISSION

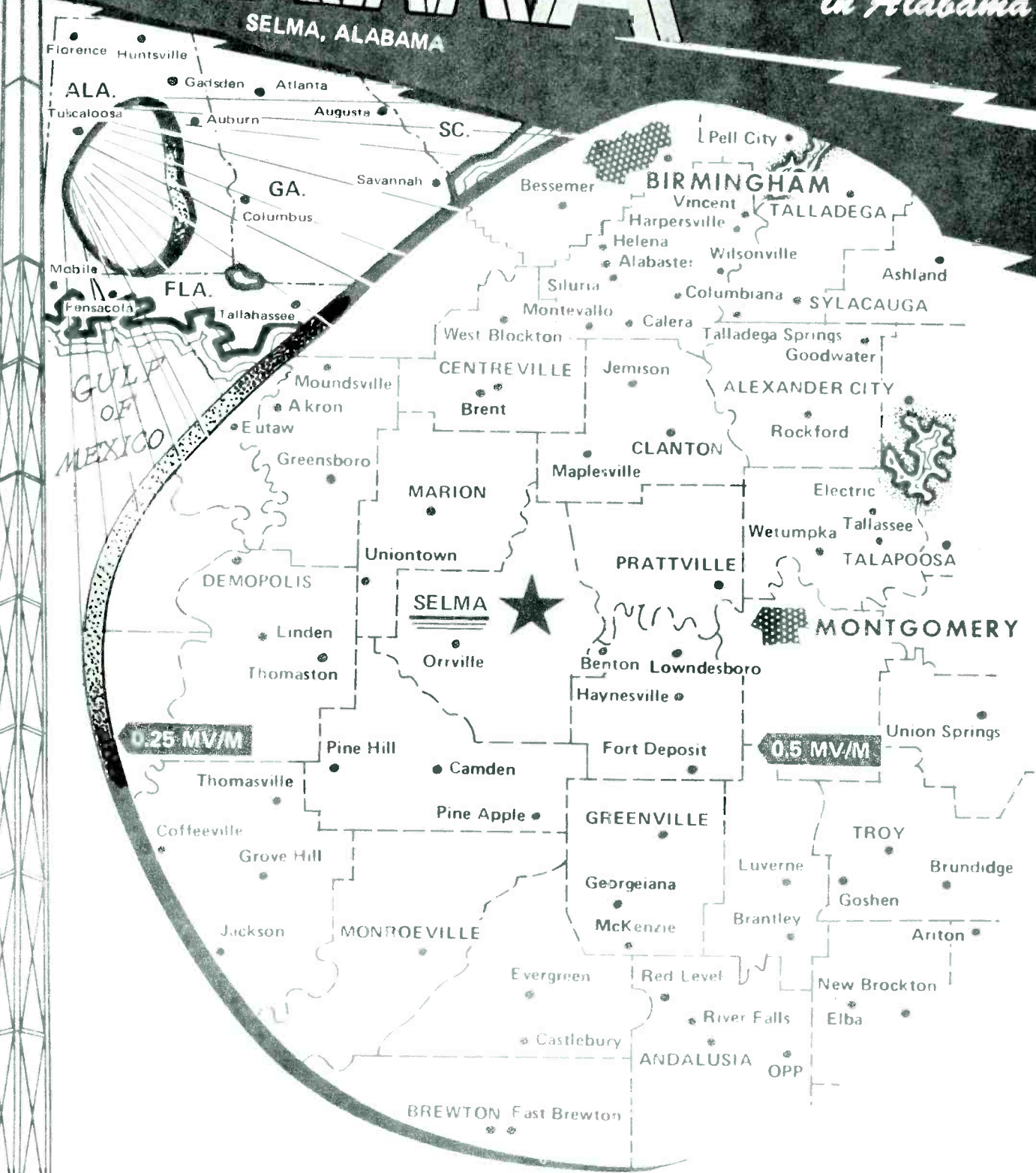




"WAMA IN BAMA

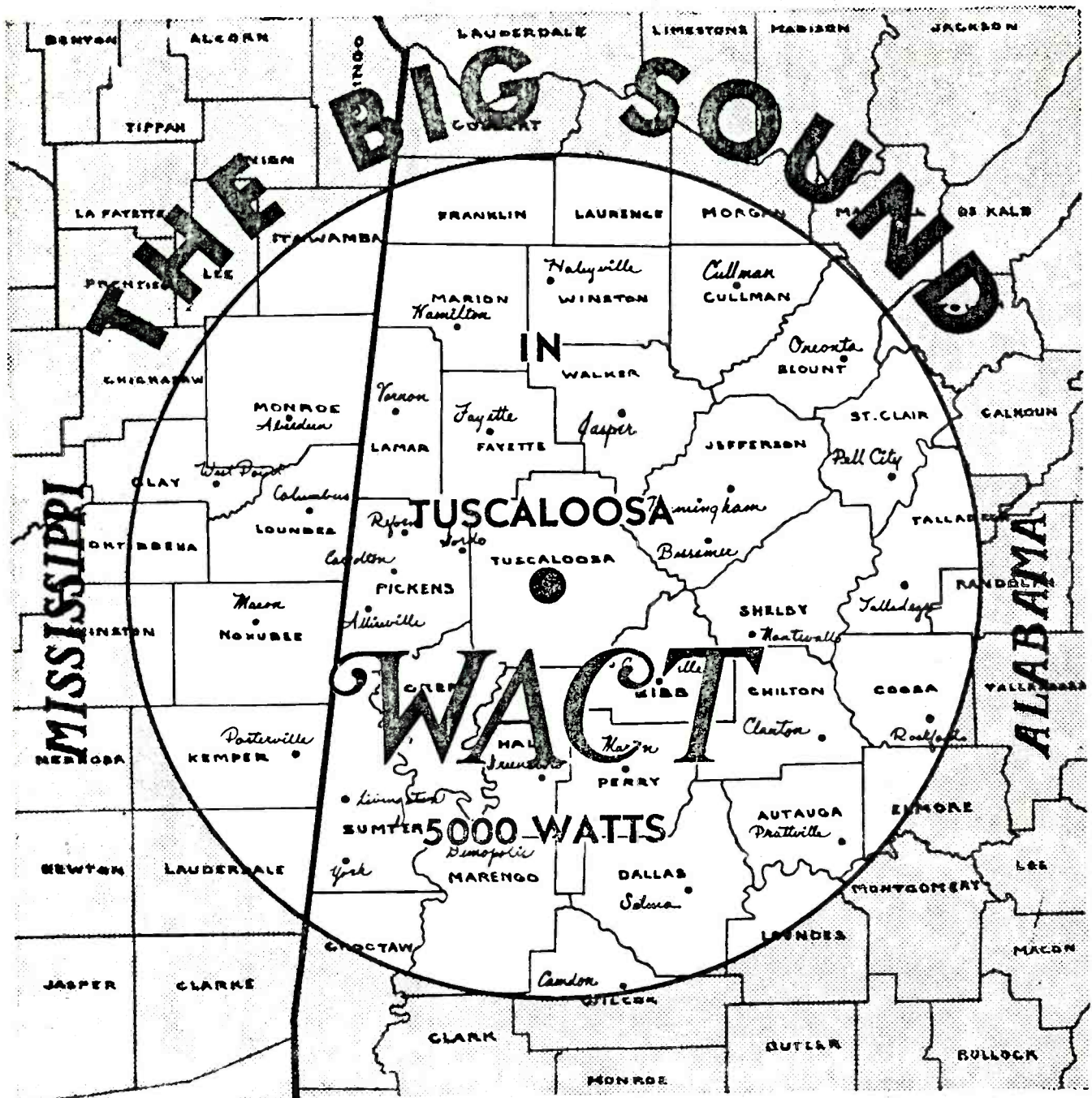
# WAMA

"Oldest CBS Affiliate in Alabama"



WAMA . . . in touch with Selma and Central Alabama with heavy emphasis on local, state, and CBS news; Complete sports coverage; and Weather Information. Total audience coverage with Modern Country Music 5 a.m. – 6 p.m. and WAMA'S HOT 100 6 p.m. – Midnight.



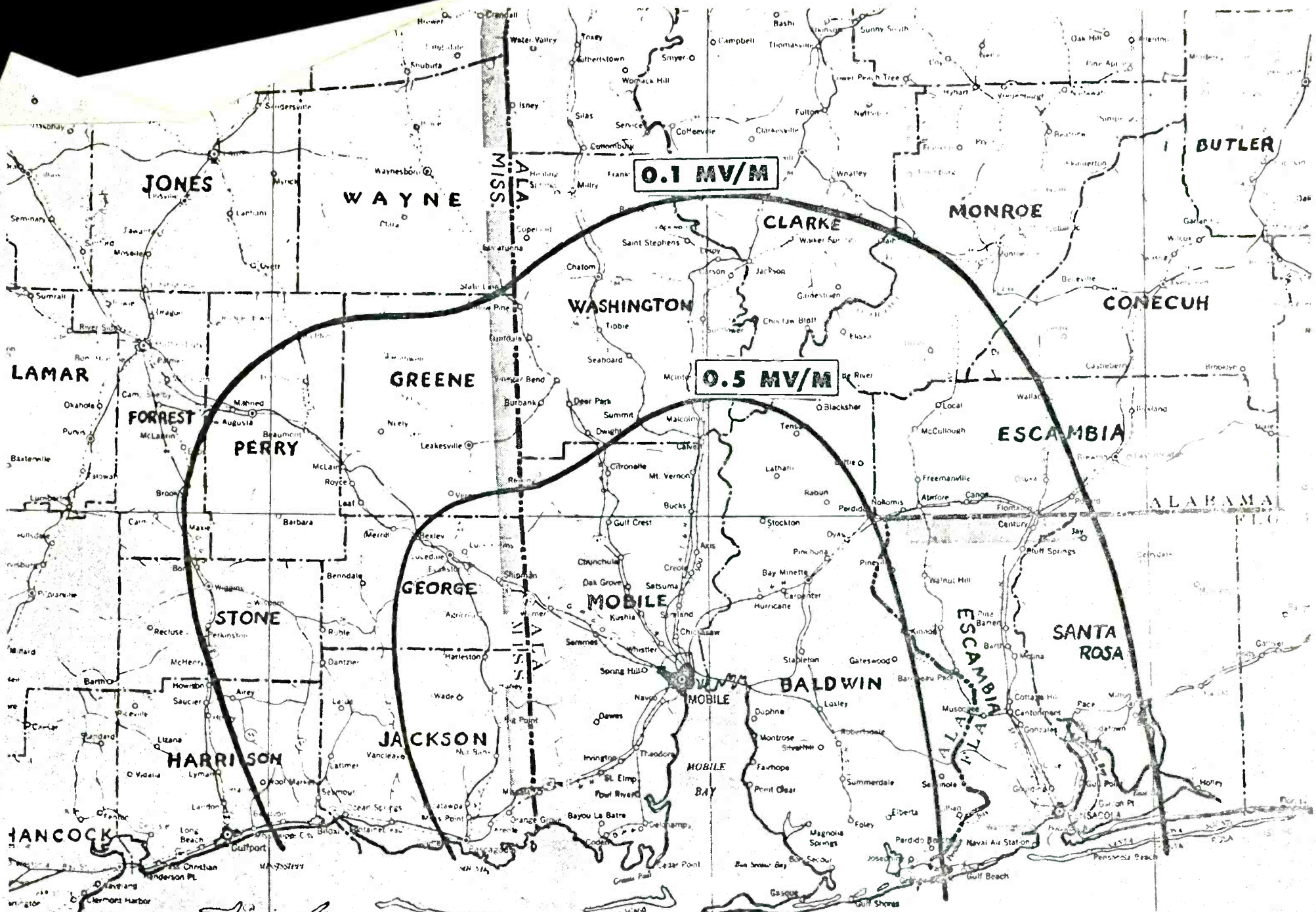


THE WACT MARKET	
POPULATION	1,624,230
FAMILIES	412,317
RADIO HOMES	379,726
TOTAL RETAIL SALES	\$1,473,562,000
FIRST - In Music	
FIRST - In News Coverage	
FIRST - In Community Service	

5000 Watts **WACT** 1420 K C  
 "THE NEW SOUTH RADIO NETWORK"  
 Serving Alabama's Fourth Largest Market  
 With Music And News Daily  
**TUSCALOOSA, ALABAMA**



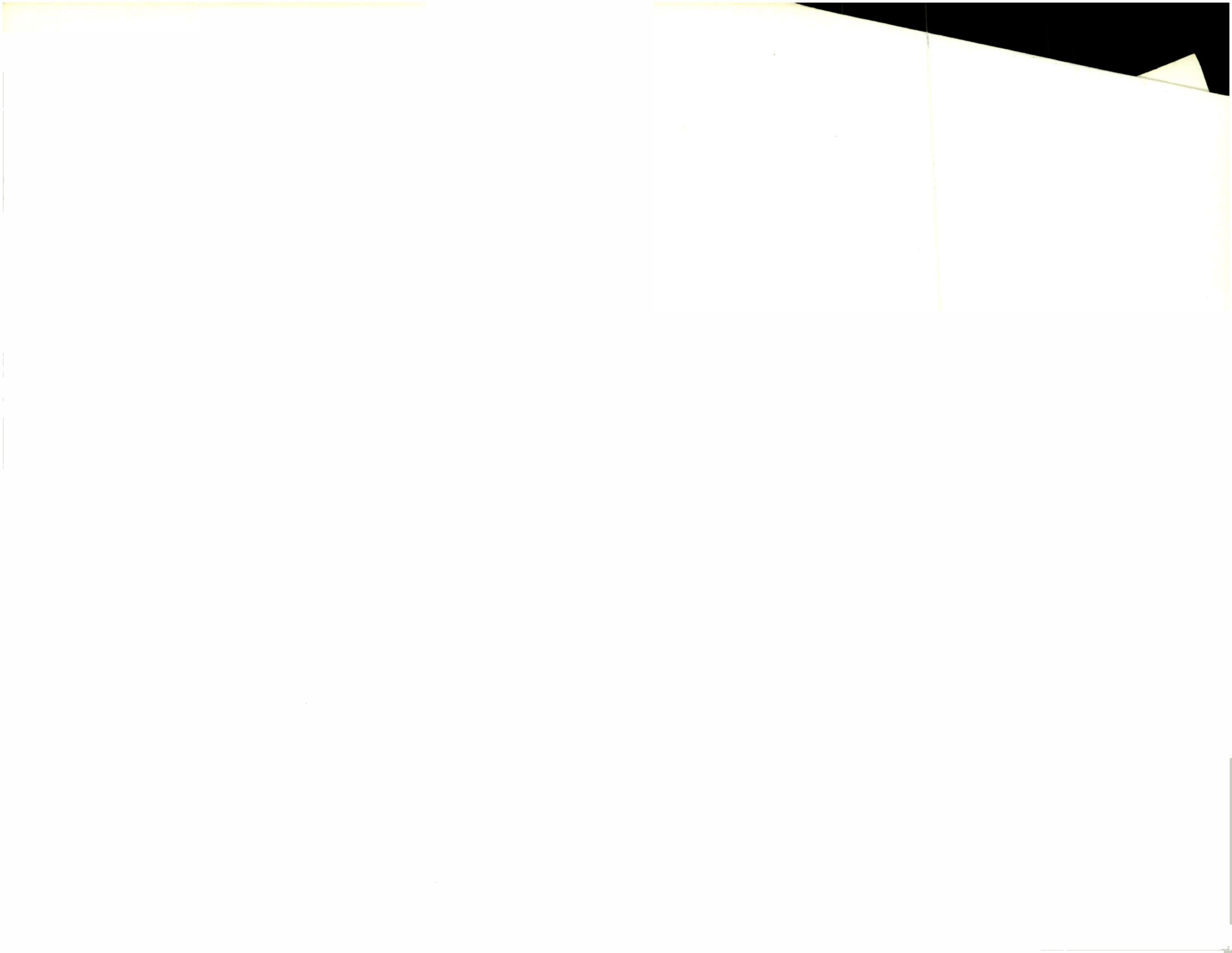




**0.1 MV/M**

**0.5 MV/M**

**Measured Day Contours  
WABB 1480 Kc. 5 Kw. DA-N  
Mobile, Ala.**



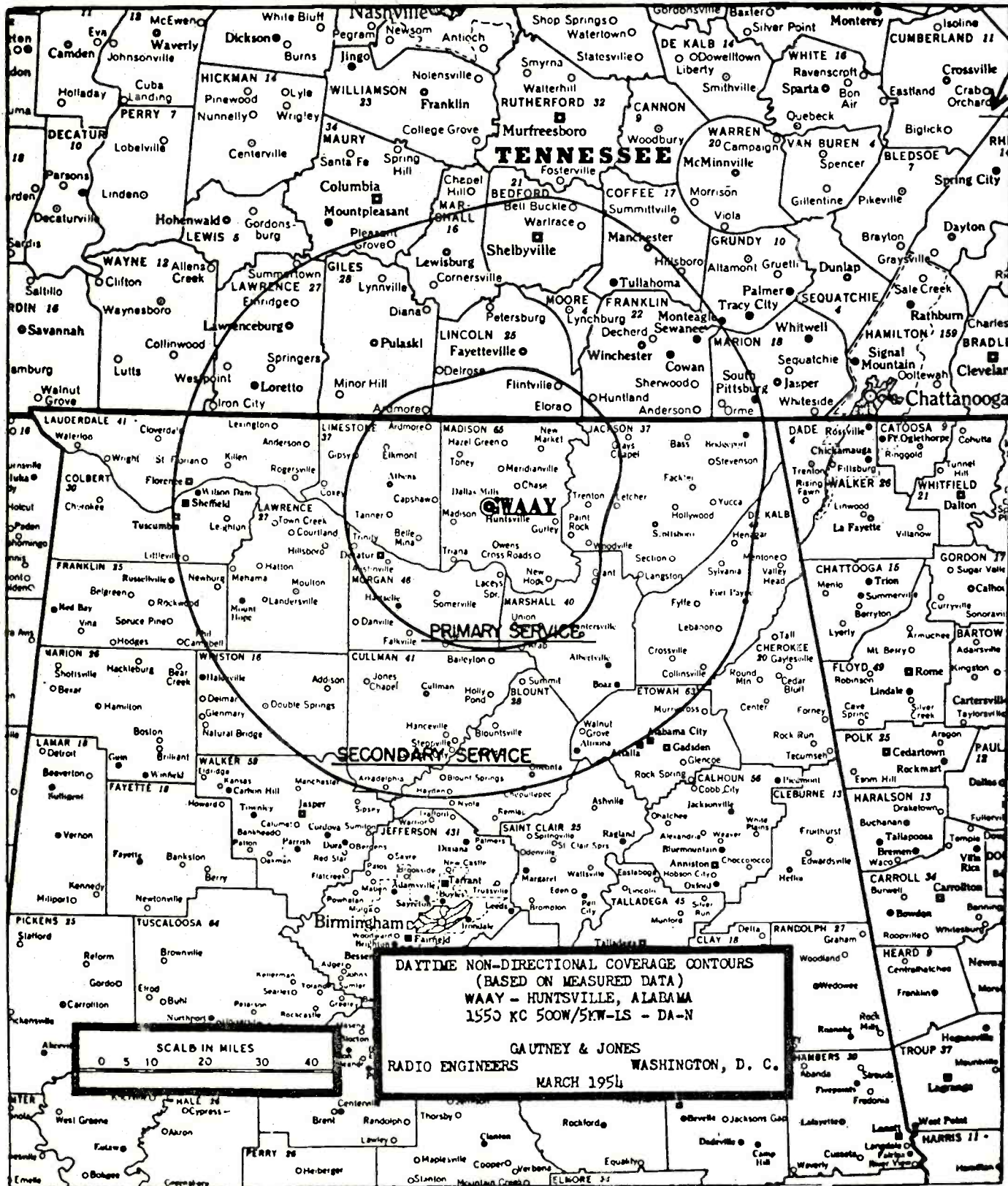
# WAAY

1550 kc

5000 Watts

## Huntsville, Alabama

### Daytime .5 Mo/m and .1 Mo/m Contour Map



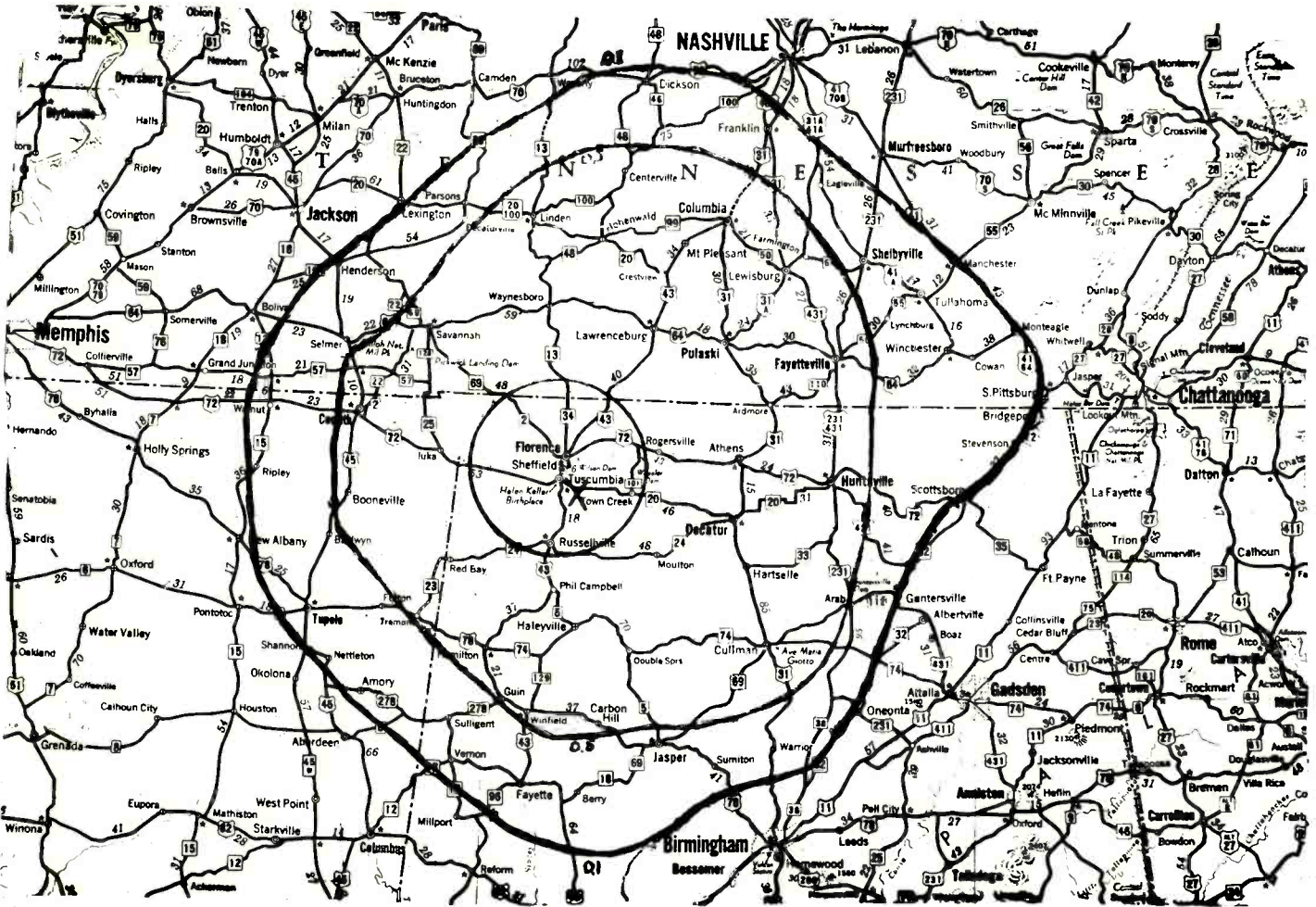




# WVNA

*Tuscumbia, Alabama*

**5,000 Watts**



*Coverage Map*



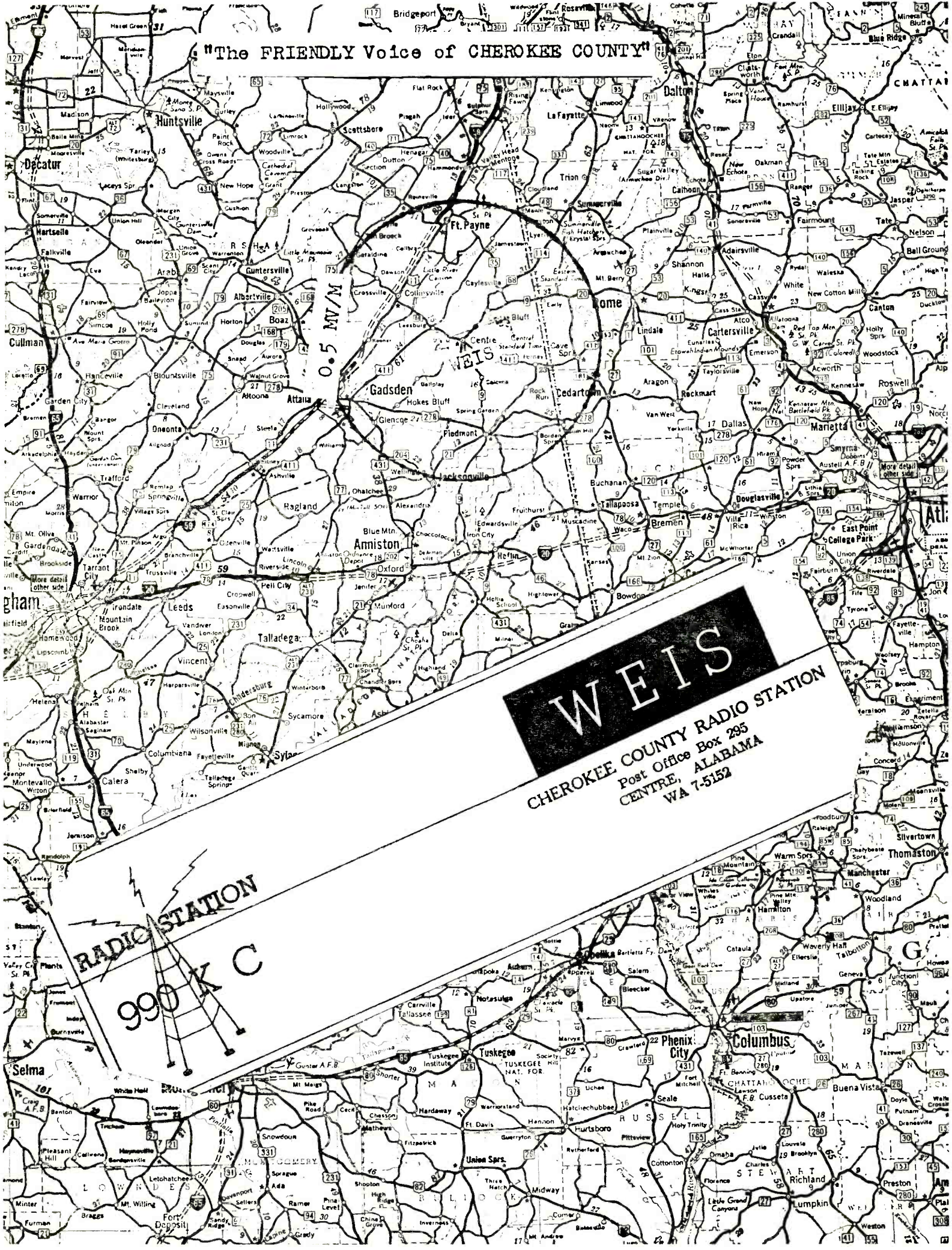


"The FRIENDLY Voice of CHEROKEE COUNTY"

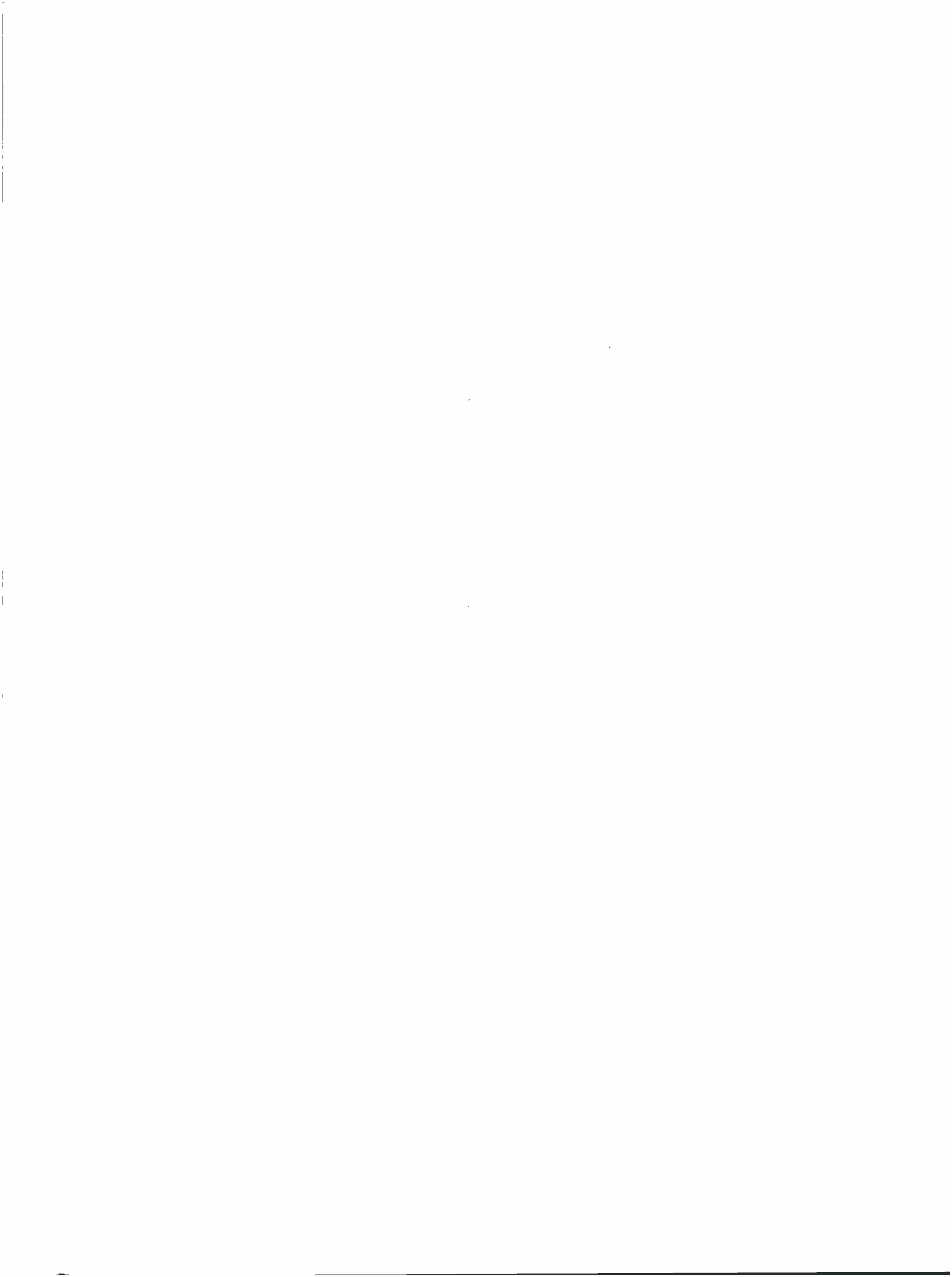
0.5 MV/M

**WEIS**  
CHEROKEE COUNTY RADIO STATION  
Post Office Box 295  
CENTRE, ALABAMA  
WA 7-5152

**RADIO STATION**  
990 K C







# W T C B

# MODERN SOUND for SOUND SELLING!

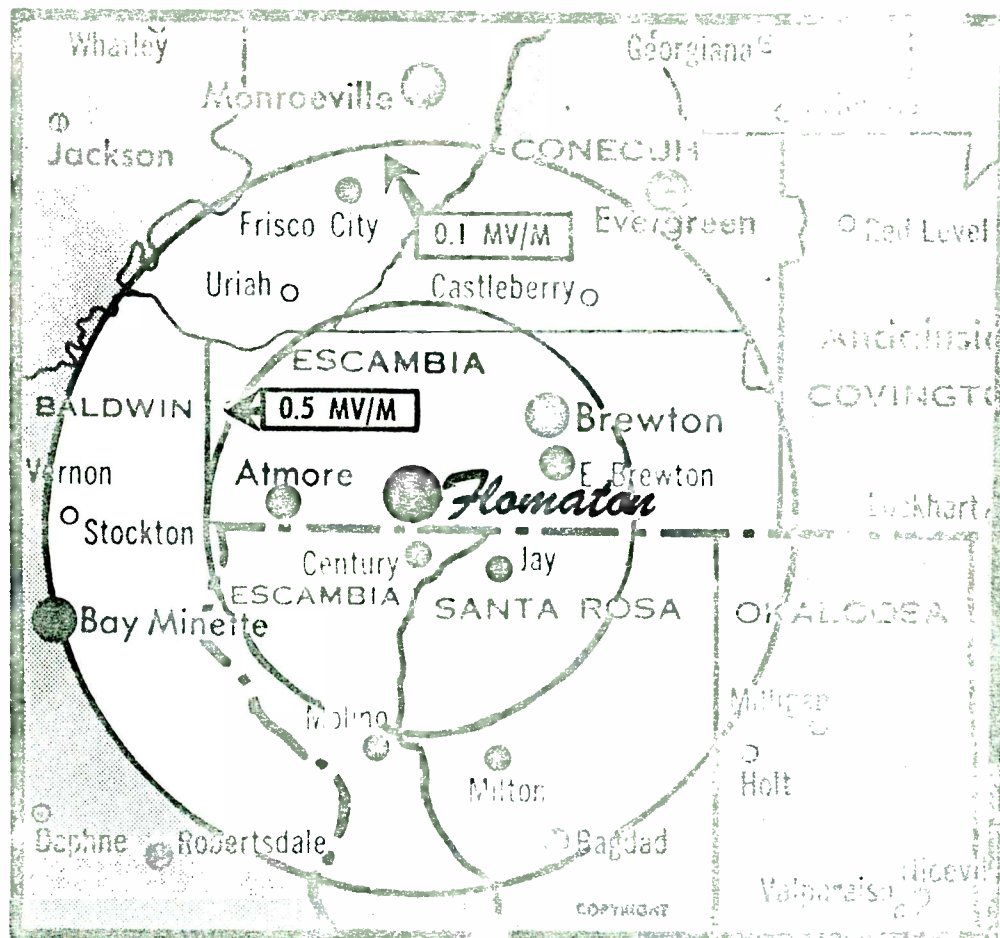
Flomaton, Alabama

**POWERFUL**

**WATTS**

**AT 9-9-0**

Daytime Service  
PHONE  
CY 6-2466



In Flomaton, Alabama it's . . .

# W T C B

Family Radio For The Booming Tri-County Area

- ★ Located at the Gateway to Florida's Fabulous Vacationland — where WTCB Radio Serves Thousands of Motorists!
- ★ Home-Town, Home-Style Programming is Featured at WTCB Radio!

**POWERFUL WATTS AT 9-9-0**

Den Haskew, General Manager  
Phone CY 6-2466 P. O. Box 278  
FLOMATON, ALABAMA

NATIONAL REPRESENTATIVE: HIL F. BEST CO.

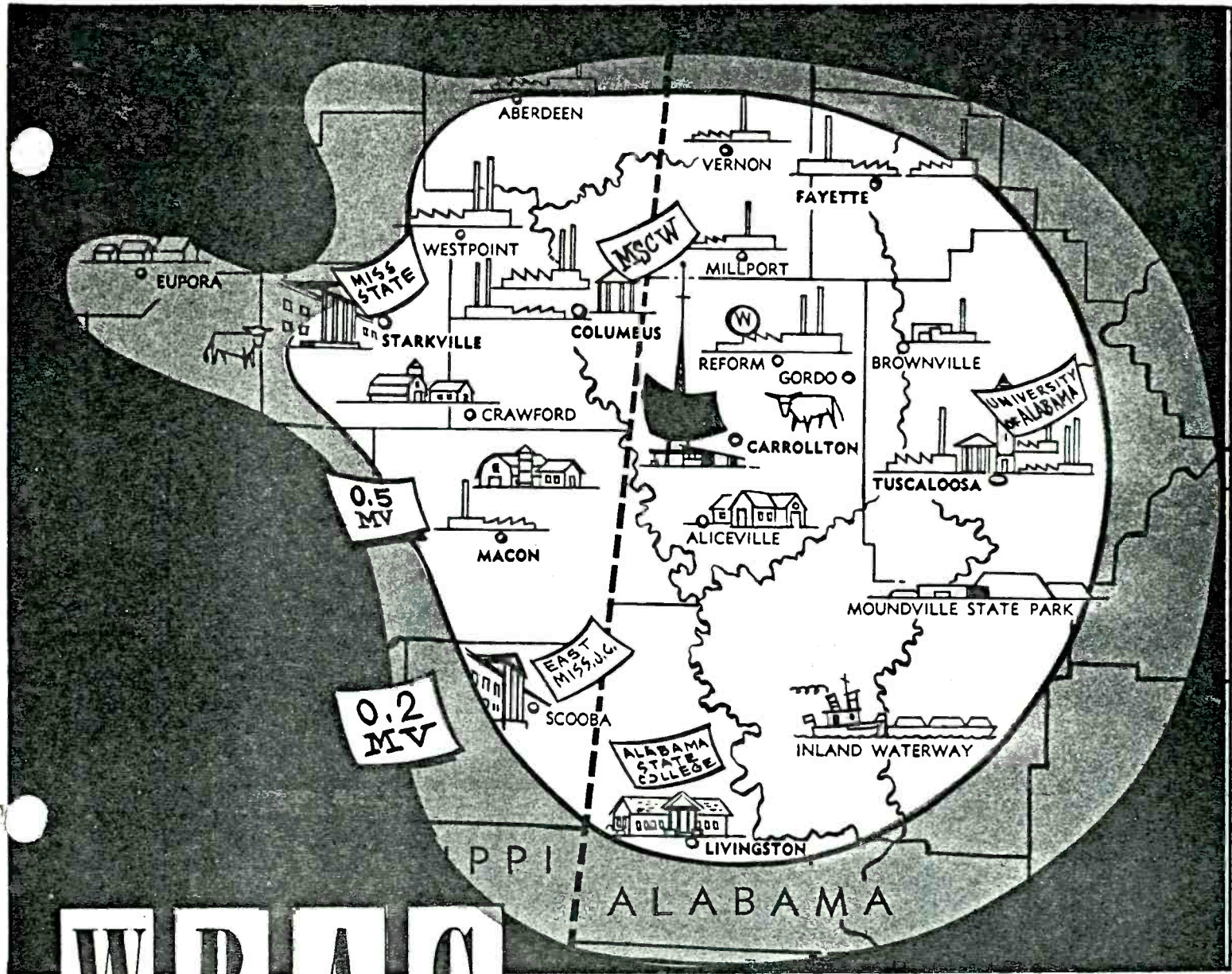
MARKET DATA:	Within 0.5 MV/M Coverage	Within 0.1 M/VM Coverage
	Total Population .....	92,700
Total Households .....	26,750	70,050
Total Radio Homes .....	25,680	67,248
Total Passenger Cars .....	26,483	69,350
Spendable Income .....	\$117,090,000	\$329,262,000
RETAIL DATA:		
Food Sales .....	\$ 19,402,000	50,611,000
Drug Sales .....	\$ 2,108,000	6,072,000
Eat-Drink Places .....	\$ 5,825,000	15,480,000
Genl. Merchandise Sales .....	\$ 6,619,000	18,591,000
Apparel Sales .....	\$ 2,767,000	7,727,000
Home Furnishing Sales .....	\$ 3,727,000	10,595,000
Automotive Sales .....	\$ 17,252,000	49,773,000
Filling Station Sales .....	\$ 7,721,000	21,744,000
Building Materials .....	\$ 9,651,000	27,180,000
TOTAL RETAIL SALES .....	\$ 92,947,000	265,281,000
TOTAL WHOLESALE SALES .....	\$ 53,909,000	153,863,000
TOTAL SERVICE RECEIPTS .....	\$ 18,589,000	53,056,000
FARM DATA		
Total Farm Population .....	36,400	90,100
Farm Households .....	9,100	22,525
Farm AM Radio Homes .....	8,918	22,075
Farm Passenger Cars .....	8,190	20,273
Total Farm Income .....	\$ 58,960,000	183,113,000

SOURCE: SRDS Consumer Data, Sales Management Survey of Buying Power; U.S. Department of Commerce; RTMA

DESIGNED BY WILLOUGHBY & ASSOCIATES (Nashville)







# WRAG

## WEST ALABAMA AND EAST MISSISSIPPI'S BEST ADVERTISING BUY

### CARROLLTON, ALABAMA 1000 Watts 590 KC

\* \* \* \*

759,000 People Within Our Coverage  
Area Make More Than \$1,277,700,400  
Per Year.

\* \* \* \*

200,000 families spend an average of  
more than \$4,200 yearly.

\* \* \* \*

More than 10,000 homes tune in our  
way every day.

5:00 a.m. to 8:00 a.m.	Country Music
8:00 a.m. to 10:30 a.m.	Popular Music
10:30 a.m. to 1:45 p.m.	Country Music
1:45 p.m. to 3:30 p.m.	Rhythm and Blues
3:30 p.m. to Sign Off	Top 100

#### VITAL MARKET FACTS

TOTAL SPENDABLE INCOME	\$863,896,000
Food	216,401,600
Drugs	27,950,600
General Merchandise	98,665,800
Apparel	60,587,800
Furnishings	48,145,600
Automotive	192,391,200
Service Station	54,787,800
Passenger Cars	181,856
Total Farm Population	113,700







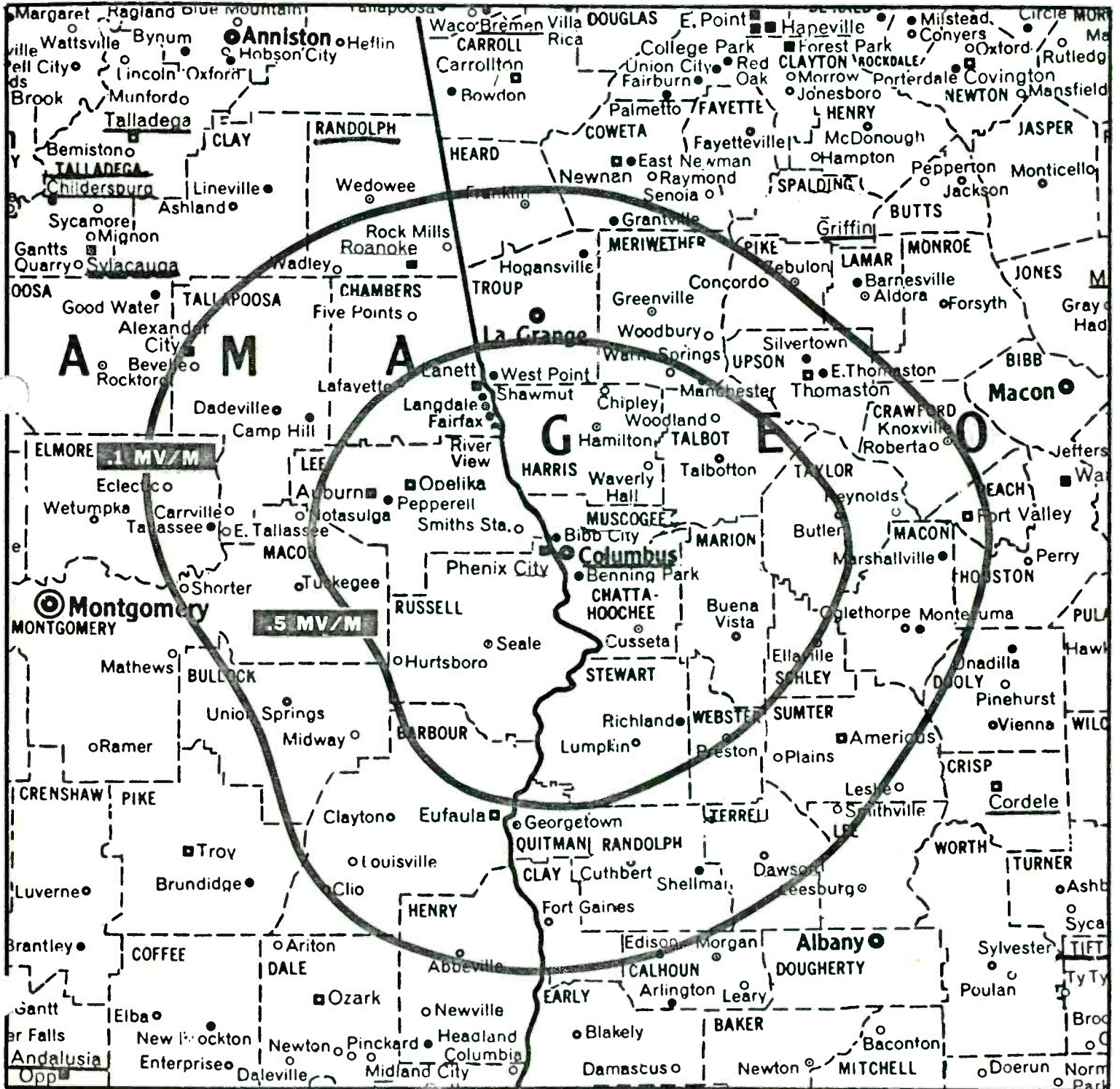
1460 TWIN CITIES RADIO

Country-Wide Sound

24 HOURS-A-DAY

P.O. BOX 687  
COLUMBUS,  
GEORGIA 31902  
404 / 322-2270

P.O. BOX 1287  
PHENIX CITY,  
ALABAMA 36867  
205 / 298-2535



MUSIC-NEWS-SPORTS ON 1460 KC - 5,000 WATTS

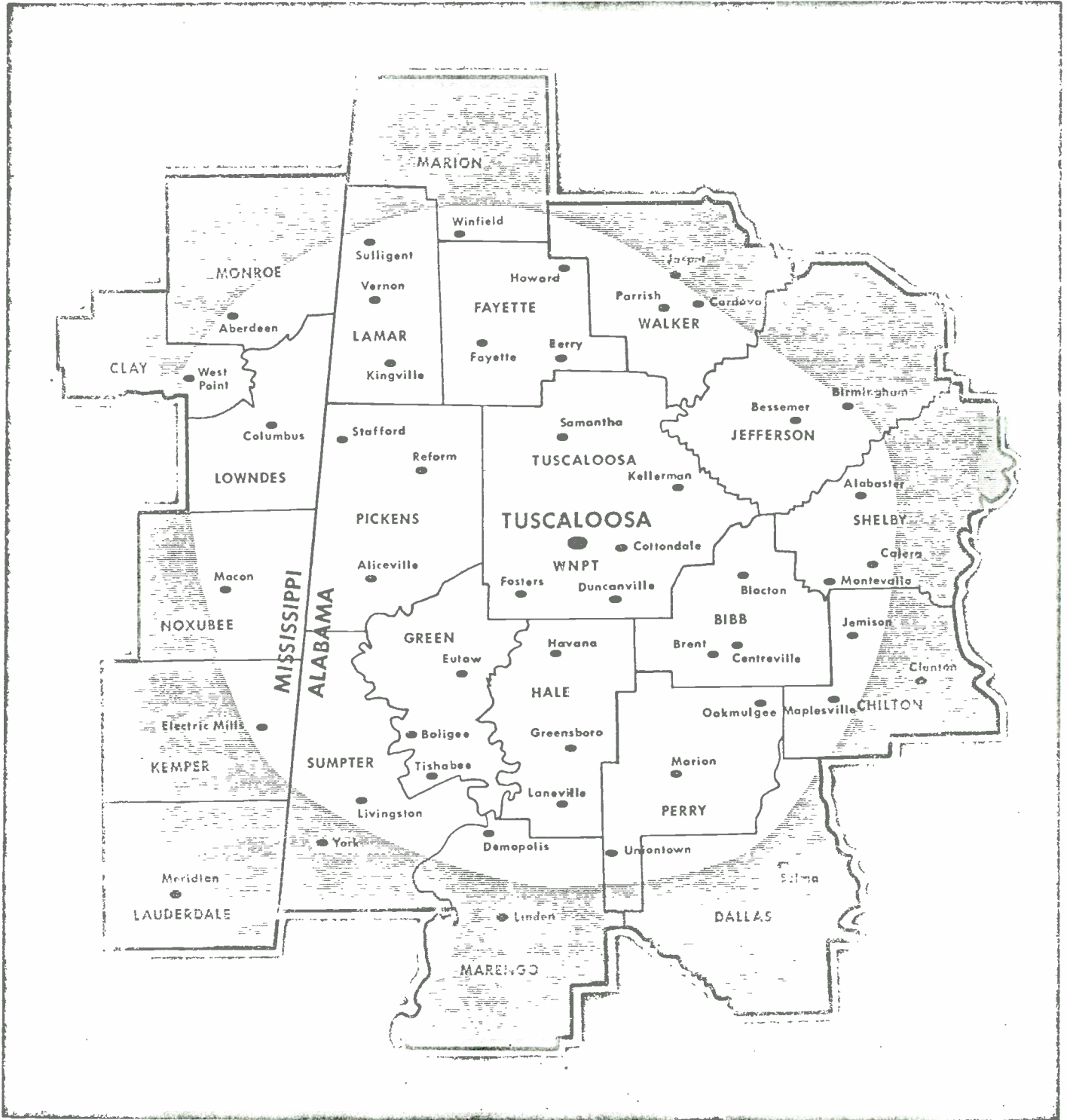


radio station  
**WNPT**

**5000 Watts**

TUSCALOOSA, ALABAMA

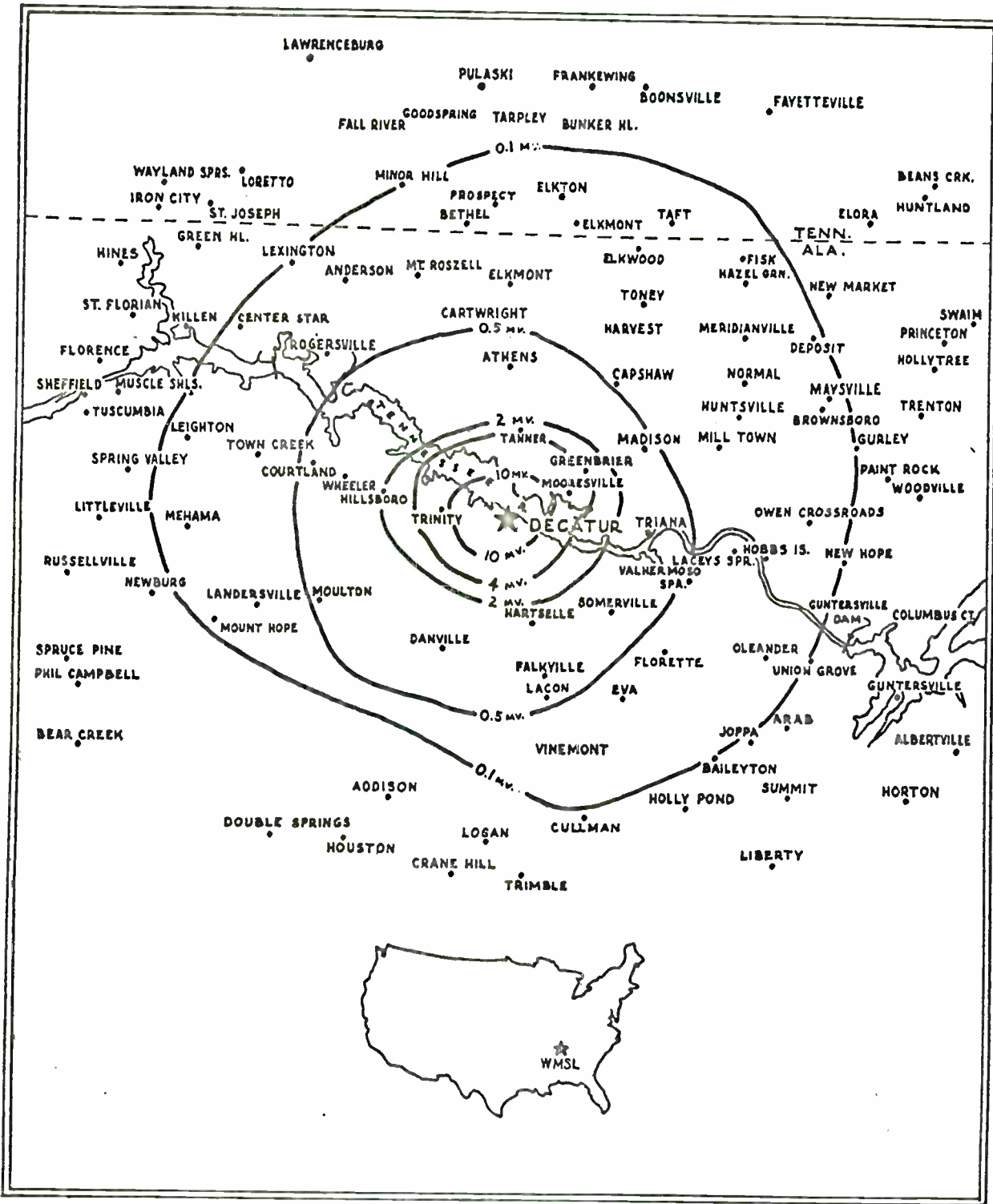
**1280 KC**



Serving the prosperous Warrior – Tombigbee River Industrial Area, and a huge segment of the West Alabama - East Mississippi agricultural section.



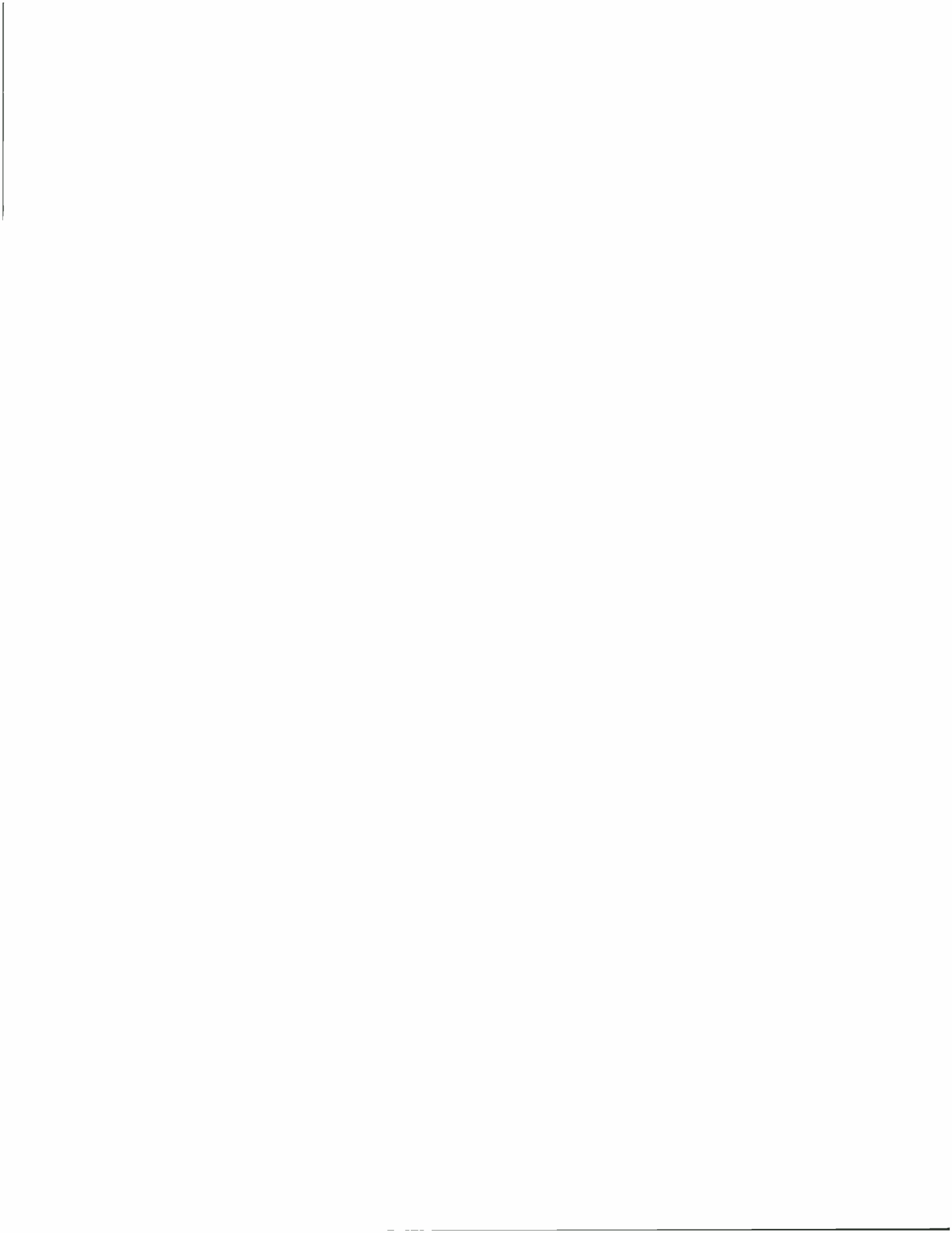




**WMSL**  
 1400 KC  
 MUTUAL NETWORK

THE STATION LOCATED IN THE DECATUR  
 TRADE AREA.  
 WMSL COVERS A TERRITORY WITH A POPULATION  
 OF 330,000 IN NORTHERN ALABAMA AND  
 SOUTHERN TENNESSEE.

FIELD INTENSITY CONTOURS BY CHAS. DORRIS, NASHVILLE, TENN.



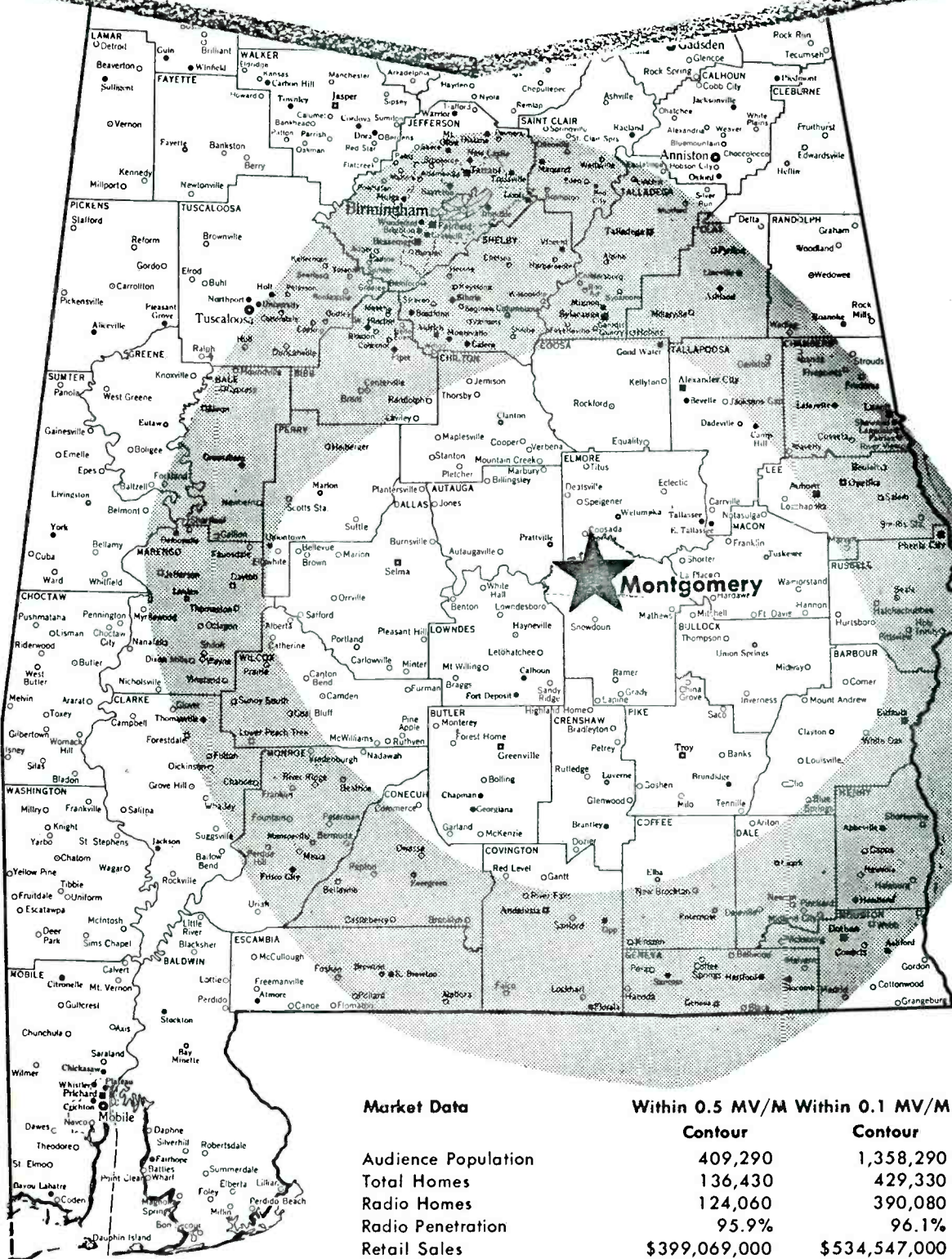






# W M G Y 800 Kcs.

Montgomery, Alabama • 1000 Watts



**Market Data**

Audience Population  
 Total Homes  
 Radio Homes  
 Radio Penetration  
 Retail Sales  
 Food Sales  
 Drug Sales  
 Automobiles  
 Farm Income

**Within 0.5 MV/M Within 0.1 MV/M**

Contour	Contour
409,290	1,358,290
136,430	429,330
124,060	390,080
95.9%	96.1%
\$399,069,000	\$534,547,000
\$ 98,869,000	\$345,564,000
\$ 11,653,000	\$ 39,031,000
118,423	387,032
\$ 78,875,000	\$156,824,000





LAWRENCE COUNTY'S ONLY RADIO STATION

Primary Coverage

Population 63,304

Secondary Coverage

166,302



TENNESSEE  
Alabama

LAUDERDALE

LIMESTONE

FLORENCE

ATHENS

SHEFFIELD

MADISON

HUNTSVILLE

COLEBERT

DECATUR

RUSSELVILLE

MOULTON

WLCB

MORGAN

HARTSELLE

FRANKLIN

HALEYVILLE

CULLMAN

MARION

HAMILTON

WINSTON

CULLMAN

W L C B

PHONE  
205- 326-2611

P. O. BOX 307

MOULTON, ALABAMA





RADIO STATION  
1080 KC  
1000 WATTS

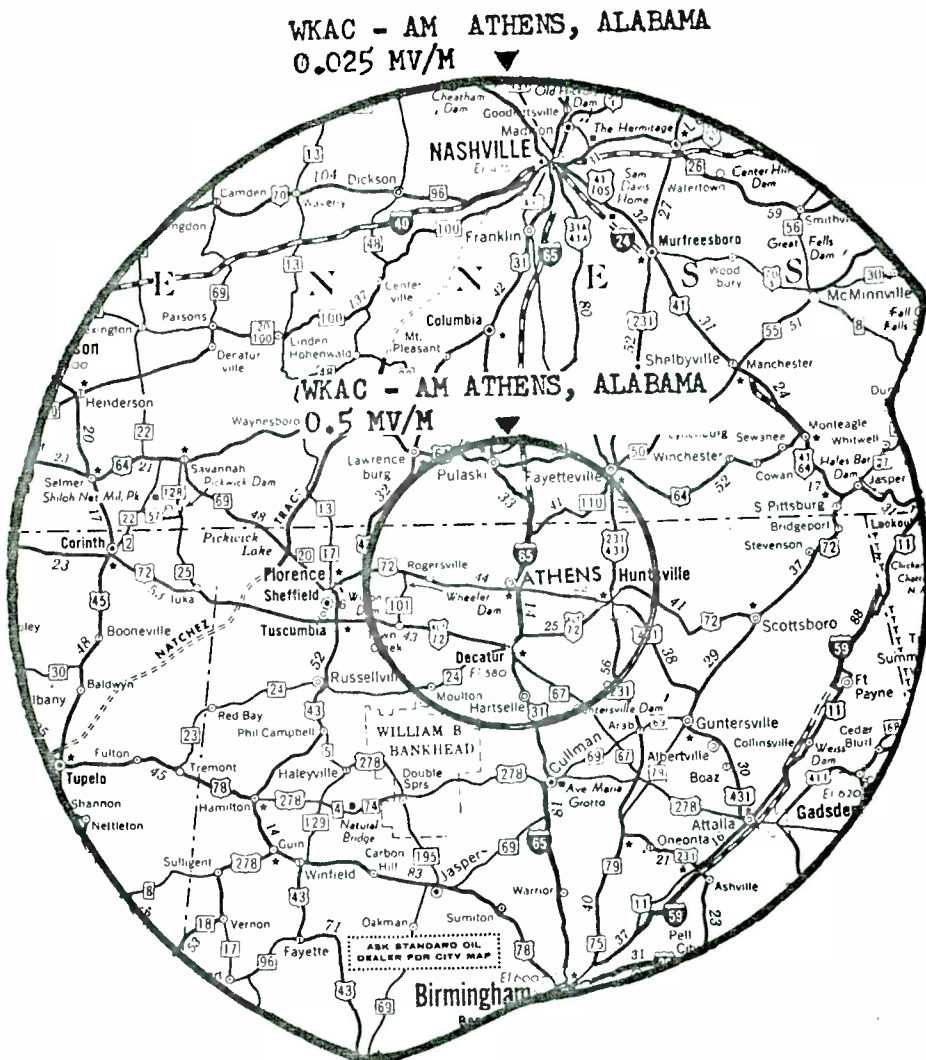
**WKAC - AM**  
LIMESTONE BROADCASTING COMPANY  
IN THE HEART OF THE TVA AREA  
UNITED PRESS INTERNATIONAL NEWS

RADIO STATION  
1080 KC  
CLEAR CHANNEL

P. O. BOX 847  
ATHENS, ALABAMA

COVERAGE MAP OF RADIO STATION WKAC - AM

ATHENS, ALABAMA





# TENNESSEE

# WJRD

## CBS RADIO

### for

## WEST ALABAMA

## 24 HOURS A DAY

### TUSCALOOSA COUNTY AUDIENCE

Population ..... 115,400  
 Households ..... 29,100  
 Radio Homes ..... 26,230

Source: Chamber of Commerce  
 Standard Rate & Data Services

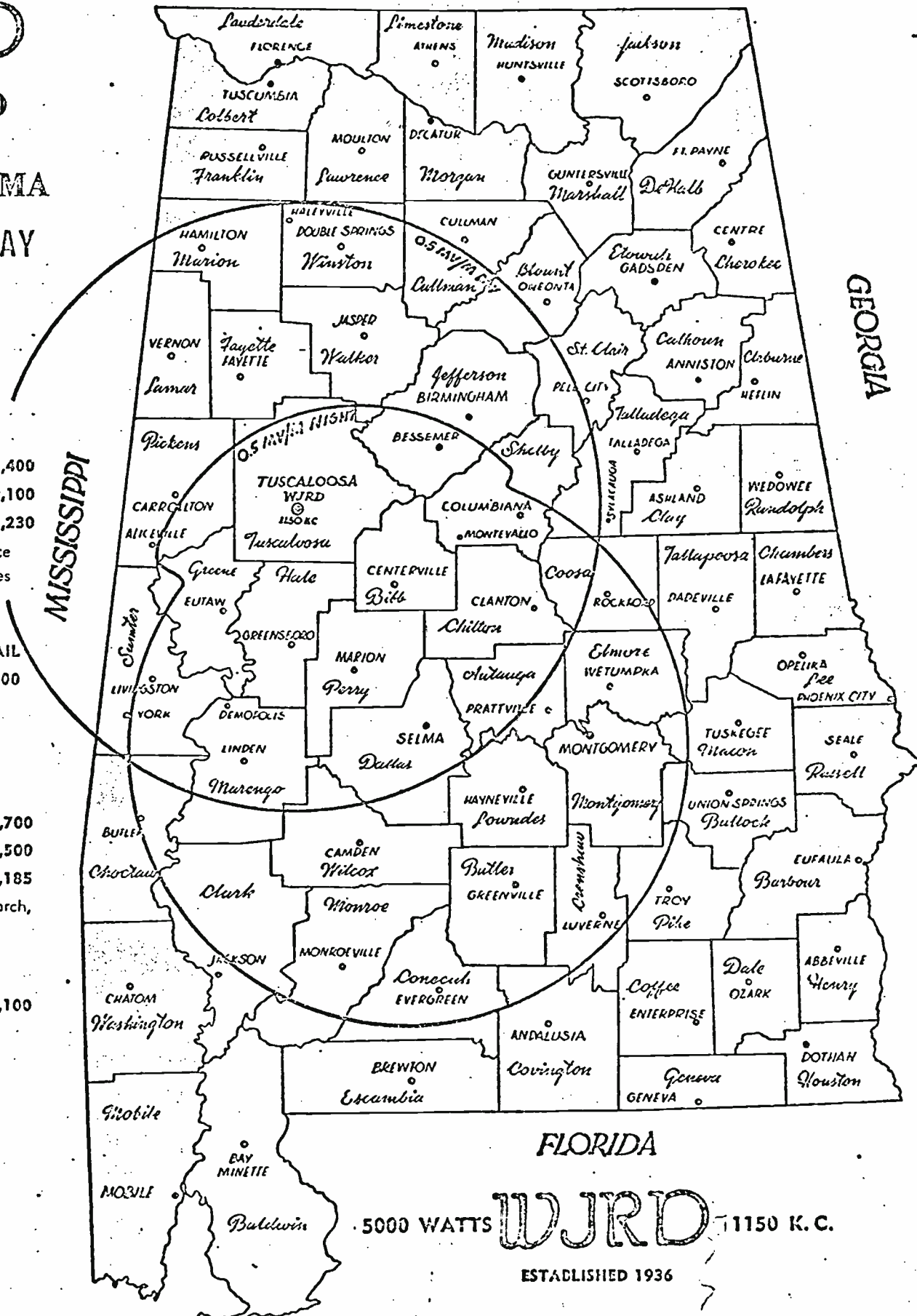
TUSCALOOSA COUNTY RETAIL SALES ..... 110,972,000

### TUSCALOOSA COUNTY FARM DATA

Population ..... 57,700  
 Households ..... 10,500  
 Radio Homes ..... 10,185

Source: Bureau of Business Research,  
 University of Alabama.

Radio Area Population ..... 365,100



## FLORIDA

# WJRD

5000 WATTS

1150 K. C.

ESTABLISHED 1936

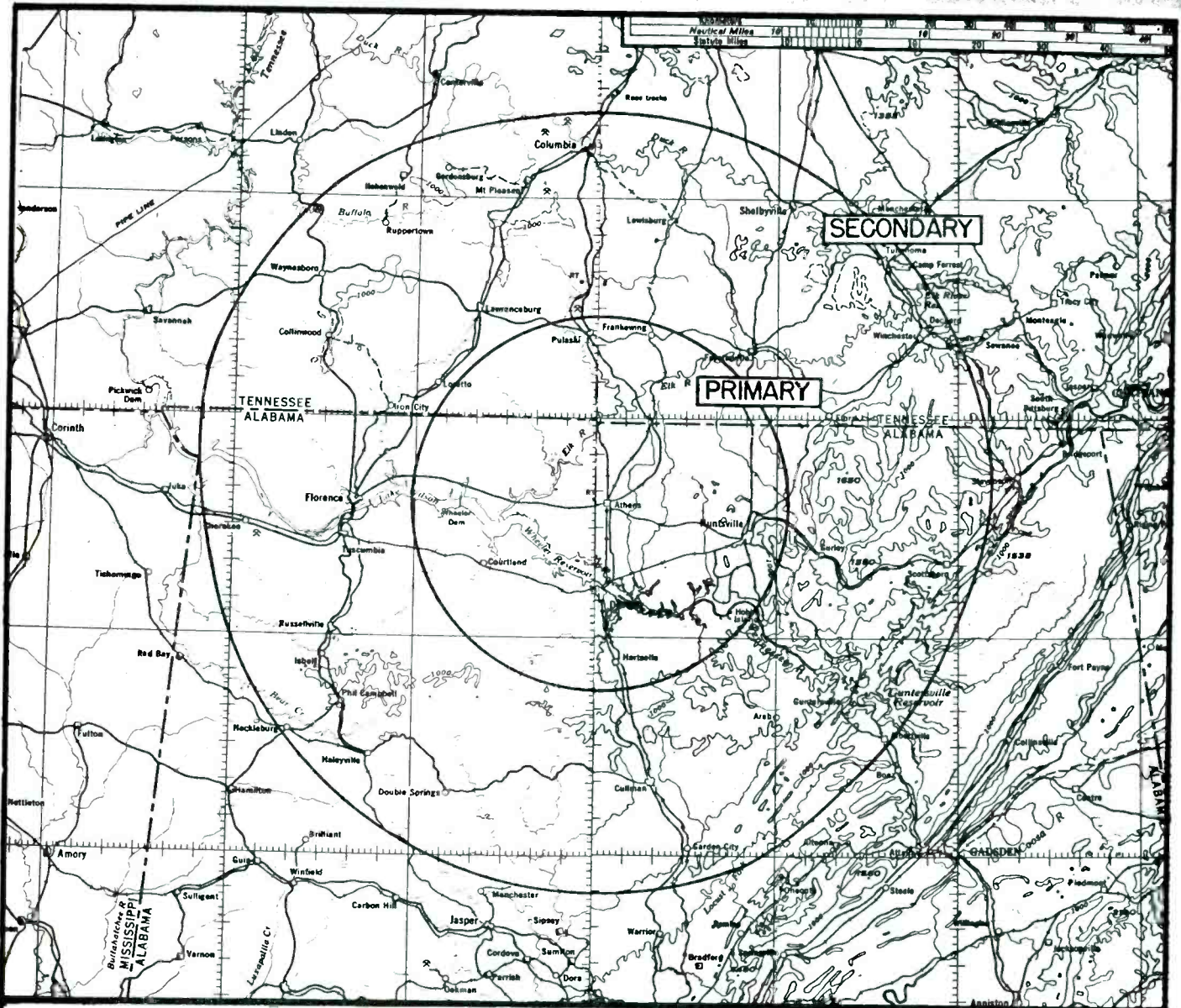
Tuscaloosa's First Radio Station

P. O. Drawer 4

Phone 758-4454







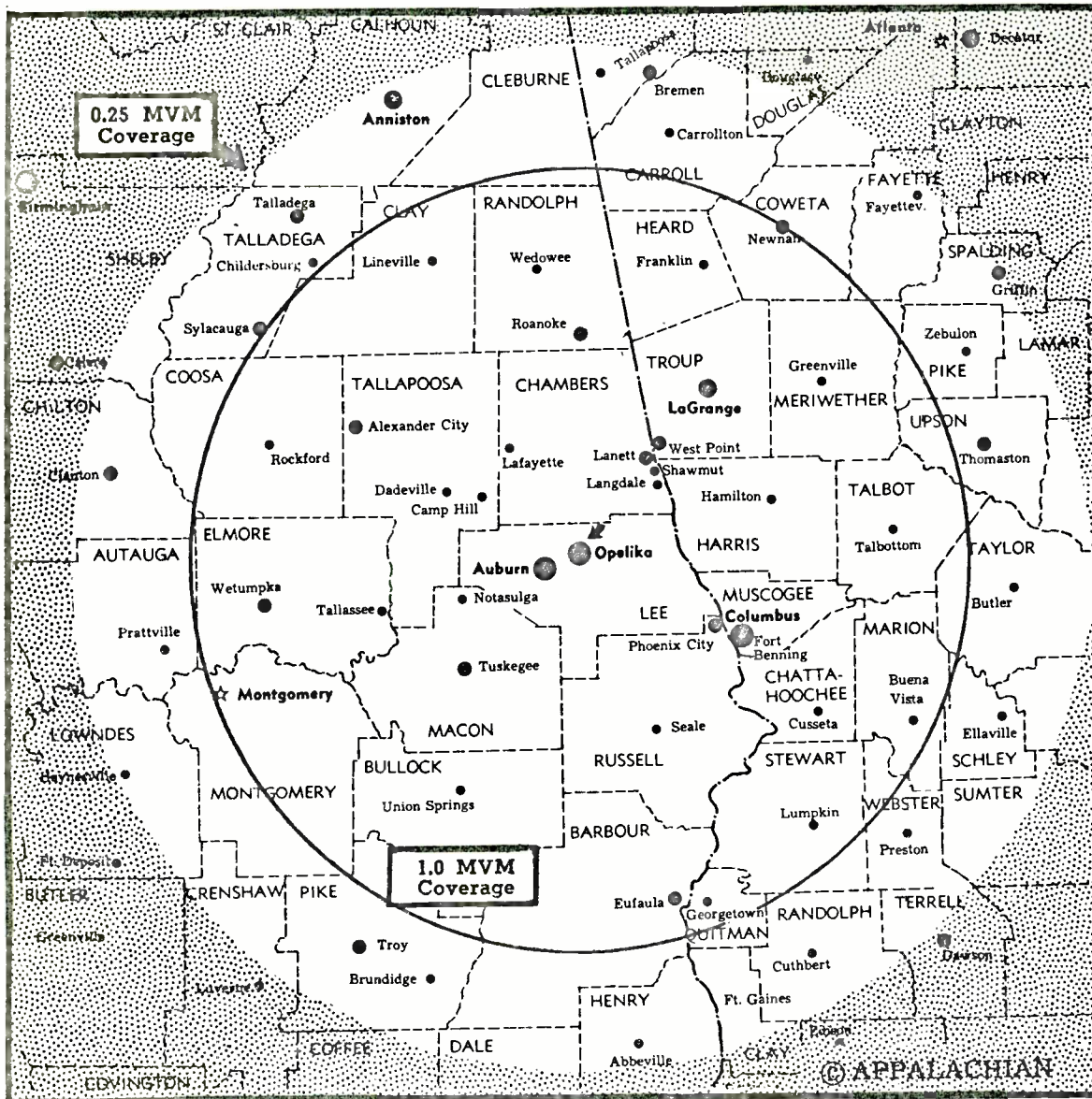
	<u>POPULATION</u>	<u>AREA(SQ.MI)</u>	<u>RETAIL SALES</u>	<u>WHOLESALE SALES</u>
PRIMARY	163,233	2,763	90,844,650	56,674,150
SECONDARY	393,645	12,120	229,902,200	141,830,000
SOURCE OF DATA, 1950 CENSUS				

PRIMARY AND SECONDARY  
 RADIO COVERAGE  
 OF  
 RADIO STATION WJMW  
 ATHENS, ALABAMA  
 730 KC 1000 WATTS

PREPARED BY  
**JOHN H. MULLANEY**  
 CONSULTING RADIO ENGINEER  
 WASHINGTON, D. C.



THE ENTERTAINMENT AISLE ON EVERY DIAL IN DIXIE



**WJHO**

1400 in DIXIE

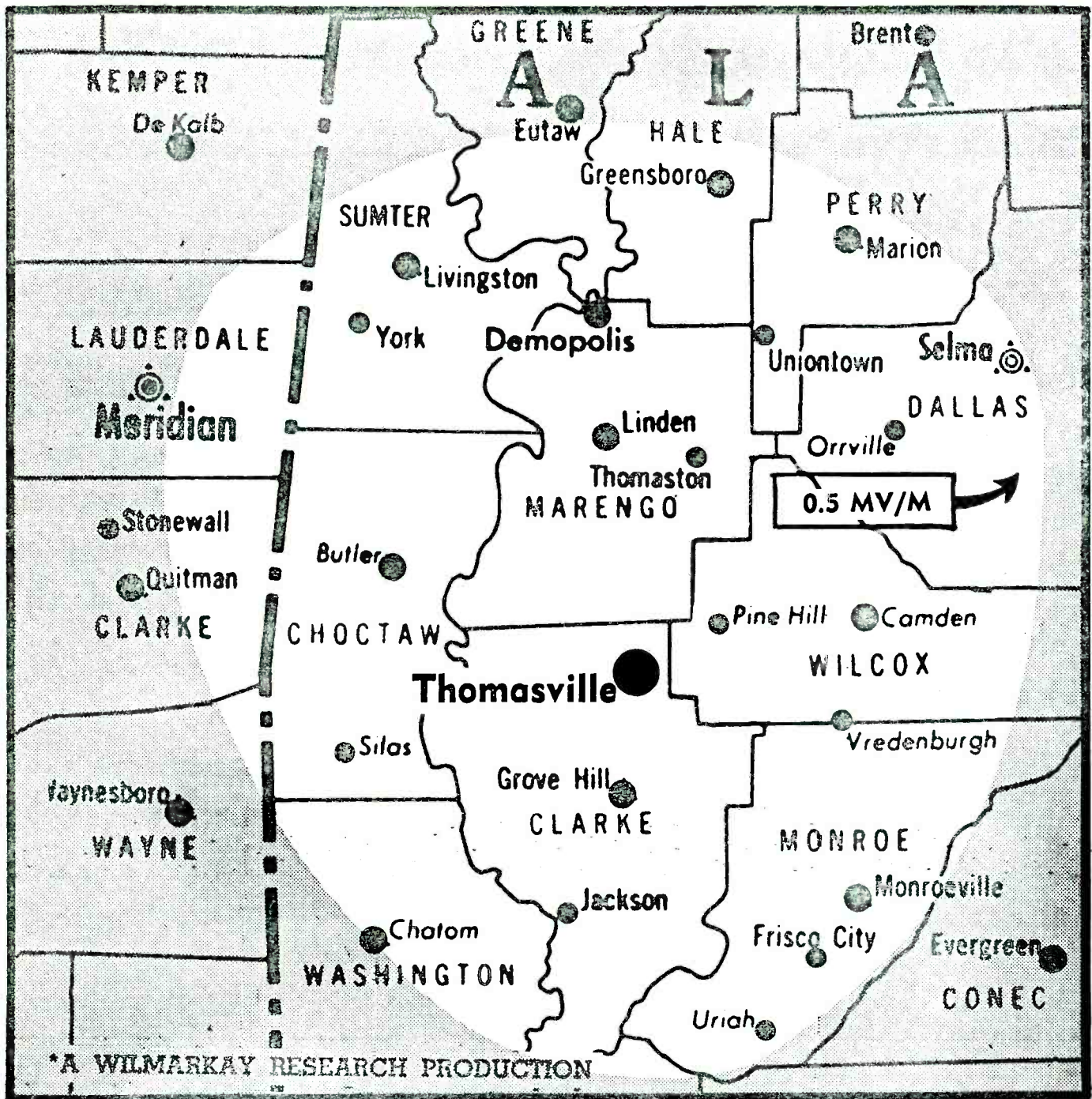
**1000 Watts Daytime  
250 Watts Nighttime**

**Nationally Represented by:  
INDIE SALES, INC.**

New York Chicago Detroit Beverly Hills







**1000  
watts  
-  
630  
kc**

# W J D B

SERVING FAST-GROWING WEST CENTRAL ALABAMA

## Thomasville, Alabama

You Must Use WJDB To Get Complete Coverage of the West Alabama and East Mississippi Farm and Industrial Region . . . Where Your Sales Message is Sold More Effectively.

**1000 WATTS AT 630 KC**

Cecil Goodreau, General Manager  
 P.O. Box 757 Phone MEDford 6-4438  
 THOMASVILLE, ALABAMA





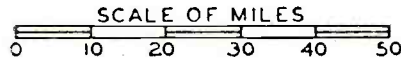
PRIMARY



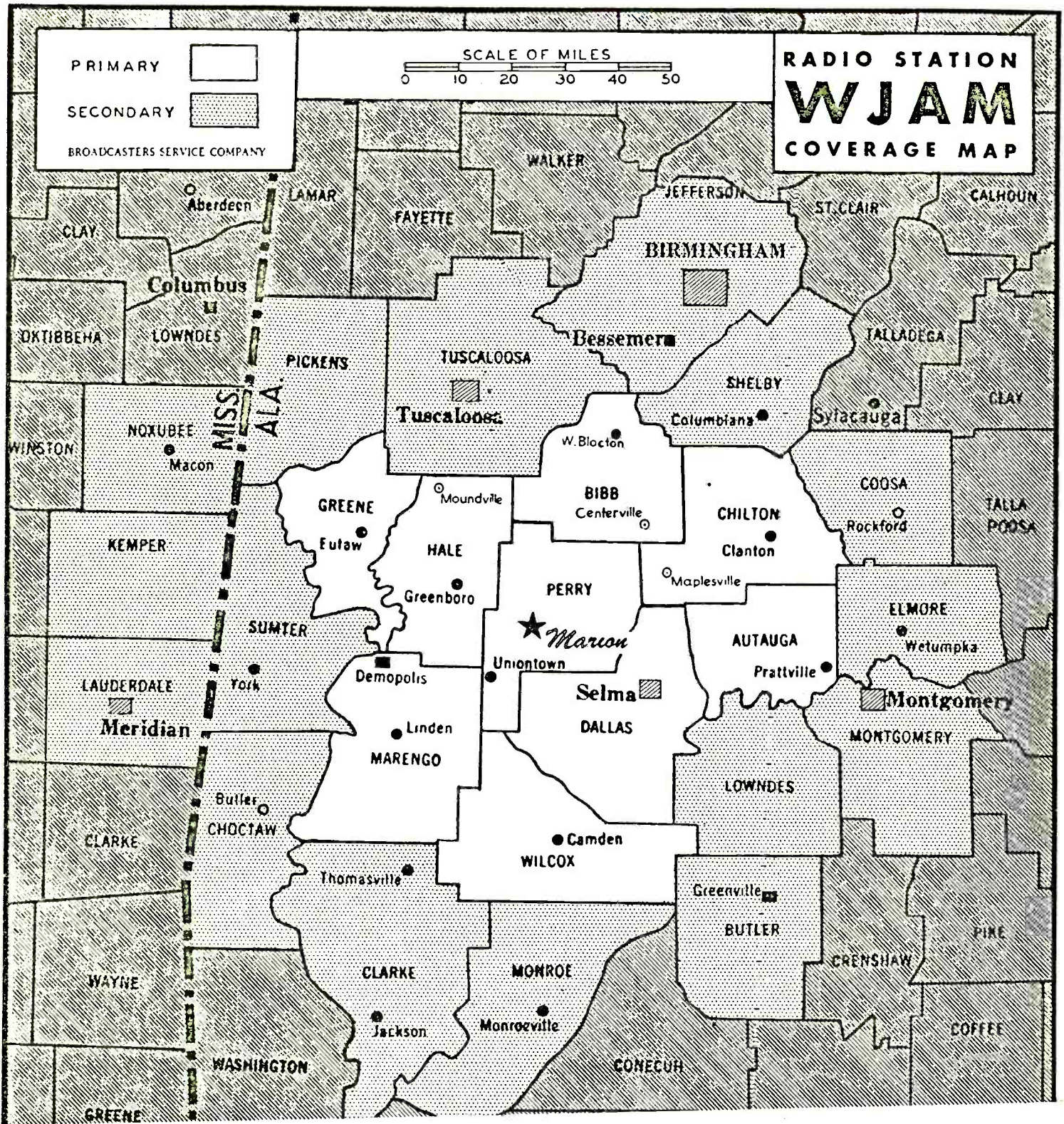
SECONDARY



BROADCASTERS SERVICE COMPANY

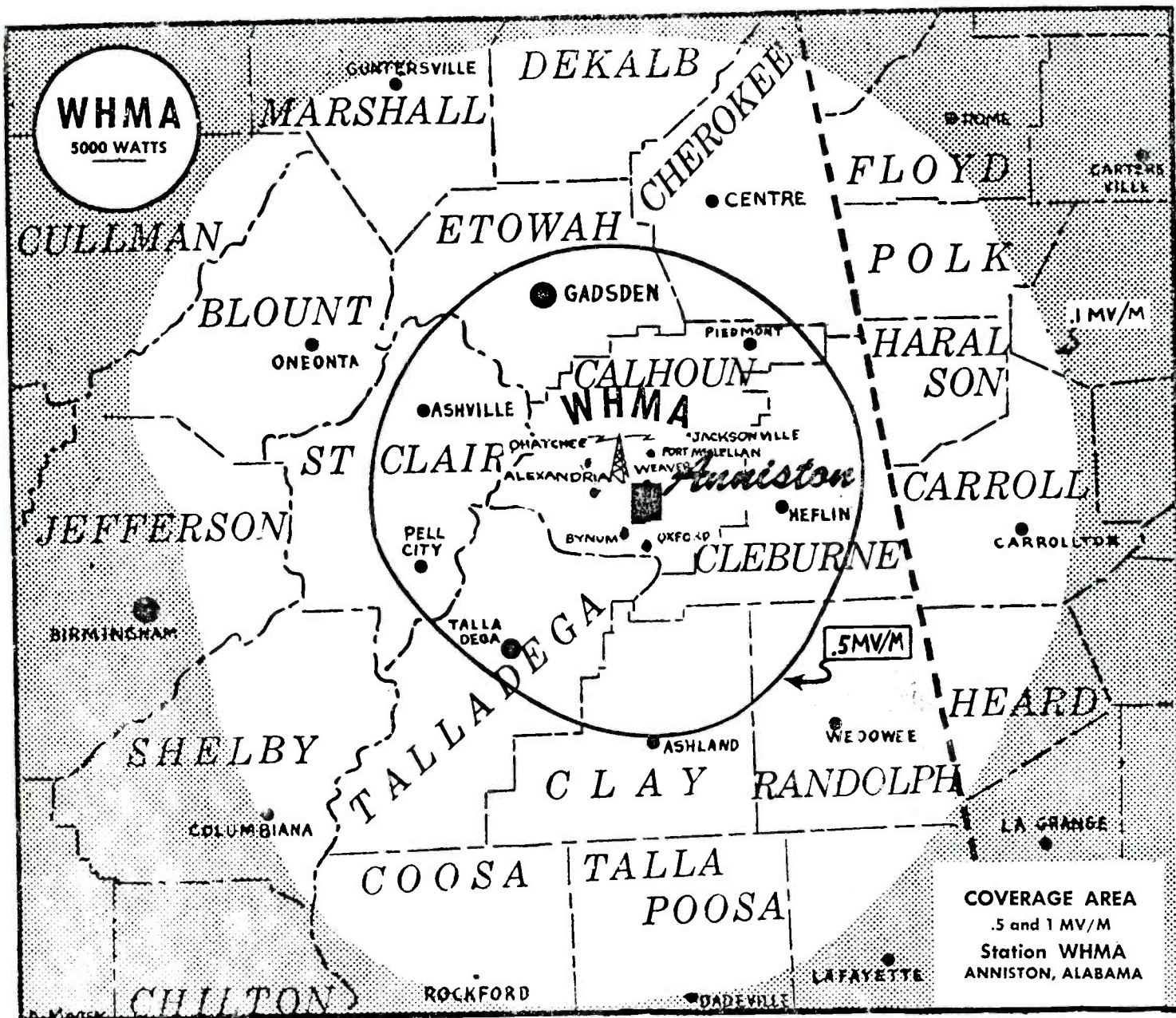


# RADIO STATION WJAM COVERAGE MAP









1958 DATA

## WHMA AUDIENCE

	0.5 MV Coverage	0.1 MV Coverage
Population	297,043	993,792
Retail Sales	\$206,755,570	\$709,902,560
Radio Homes	69,823	244,122

### DATA ON ANNISTON

Anniston Metropolitan Area Population	64,500
Anniston Metropolitan Area Retail Sales	\$70,148,900

### CALHOUN COUNTY DATA

Per Capita Buying Income	\$104,684.000
Population	80,575.000

# AM WHMA FM

American Network Affiliate In

## ANNISTON

**FULL TIME 1390 KC**

5000 Watts

ANNISTON, ALABAMA

**INDUSTRIAL AND MILITARY CENTER OF NORTHEAST ALABAMA**

Malcolm Street, General Manager

STUDIOS

Downtown in The Radio Building

4th & Noble  
AD 6-7545

Represented Nationally by  
WALKER RAYBOLT COMPANY, INC.  
New York, Chicago, Atlanta



# FULLTIME RADIO IN GREATER HUNTSVILLE

# A PROFILE OF . . . .

## Huntsville, ALABAMA

SPACE CAPITAL of the Free World — home of the Army Missile Command and NASA's George C. Marshall Space Flight Research Center, with more than 25,000 employees.

**HUNTSVILLE** — among the top five heavy growth, high income cities in North America in the 1955-1970 Era — has attracted industries from across America to support developments at the government bases. These new firms employ more than 15,000. The per-family income for Huntsville exceeds \$9,750.

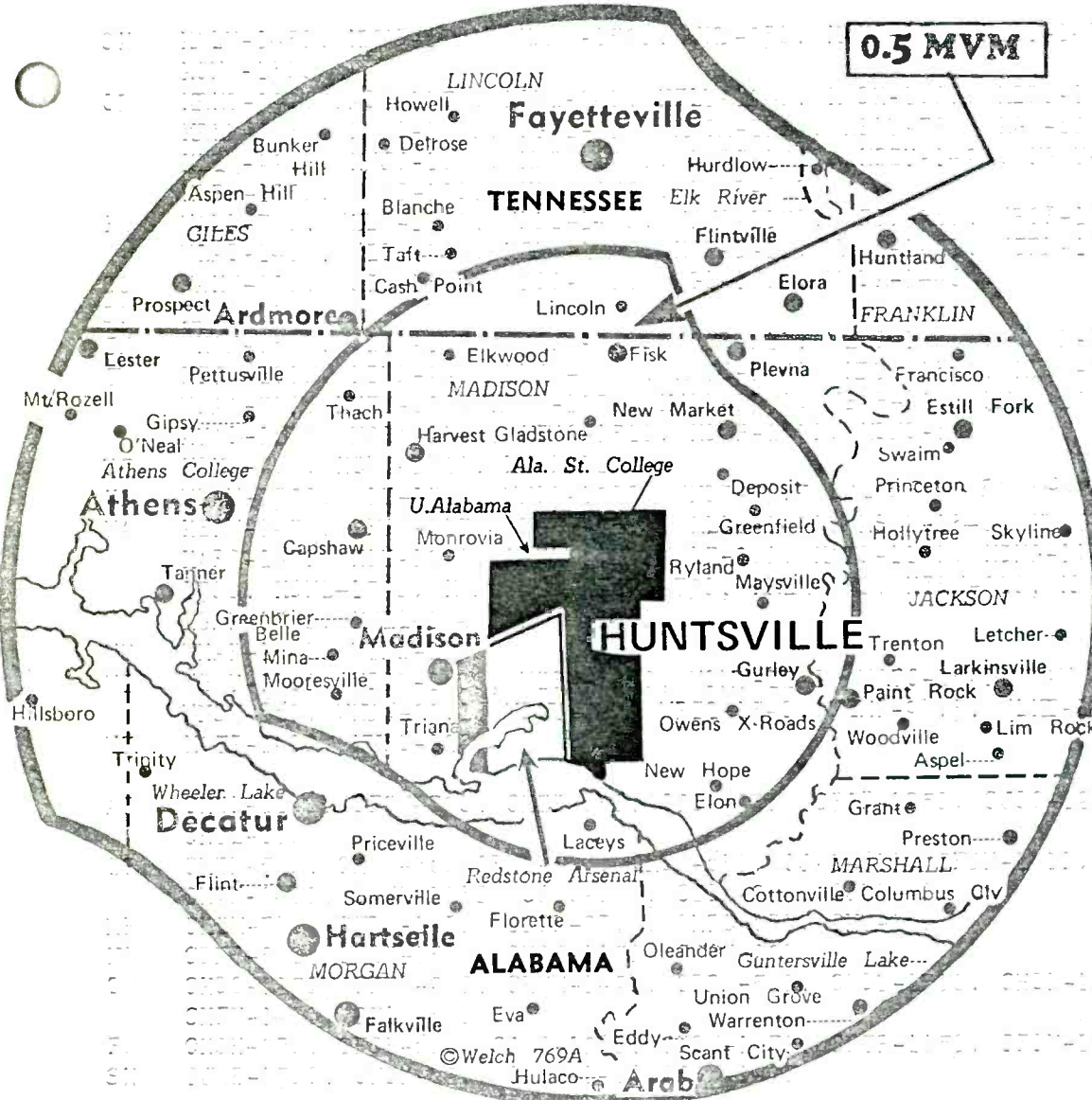
**HUNTSVILLE** — until the early 1950's a sleepy little town in northern Alabama — is now a thriving metropolis with skyscrapers and numerous industries in every direction. Low-cost TVA power, the availability of water, a temperate climate all add up to a progressive industrial climate . . . add to this modern recreational advantages, an unusually successful racial harmony, plus modern collegiate institutions, and you have Huntsville, a sprawling high-income city . . . and with it, you have WFIX RADIO!

**WFIX RADIO** programs Middle-of-the-Road music plus the Modern, soundly blended. No rock, no soul.

**WFIX RADIO** provides complete news throughout the day, including three 15-minute newscasts; an early morning Farm report; Sports news throughout the day plus coverage of Huntsville football and basketball; University of Alabama sports; and special coverages such as the Indy 500, Rebel 400 and Southern 500 auto races.

Nationally Represented by  
**THE MEEKER COMPANY**  
In the Southland by  
**BUSBY, FINCH & WOODS**

Prepared by **RADIO I** Unlimited



1450 KC

**1000 WATTS**

**WFIX**

Market Data:	0.5 MVM	0.1 MVM
	Coverage	Coverage
Population .....	209,840	477,390
Households .....	55,380	128,300
Radio Homes .....	55,010	127,040
Spendable Income ....	\$375,788,000	795,245,000
RETAIL SALES .....	\$282,940,000	654,383,000
Food Stores .....	\$ 66,455,000	164,382,000
Drug Stores .....	\$ 5,947,000	13,964,000
Department Stores ....	\$ 43,188,000	66,220,000
Apparel Shops .....	\$ 14,882,000	32,496,000
Homefurnishings .....	\$ 14,750,000	35,934,000
Auto Dealers .....	\$ 54,937,000	143,219,000
Service Stations .....	\$ 17,266,000	44,520,000
Auto Ownership .....	78,940	204,930
Farm Population .....	33,210	99,200
Farm Income .....	\$ 55,290,000	169,382,000

Source: SRDS Consumer Data 1969. ©

The bright sound of  
**Huntsville, Alabama**

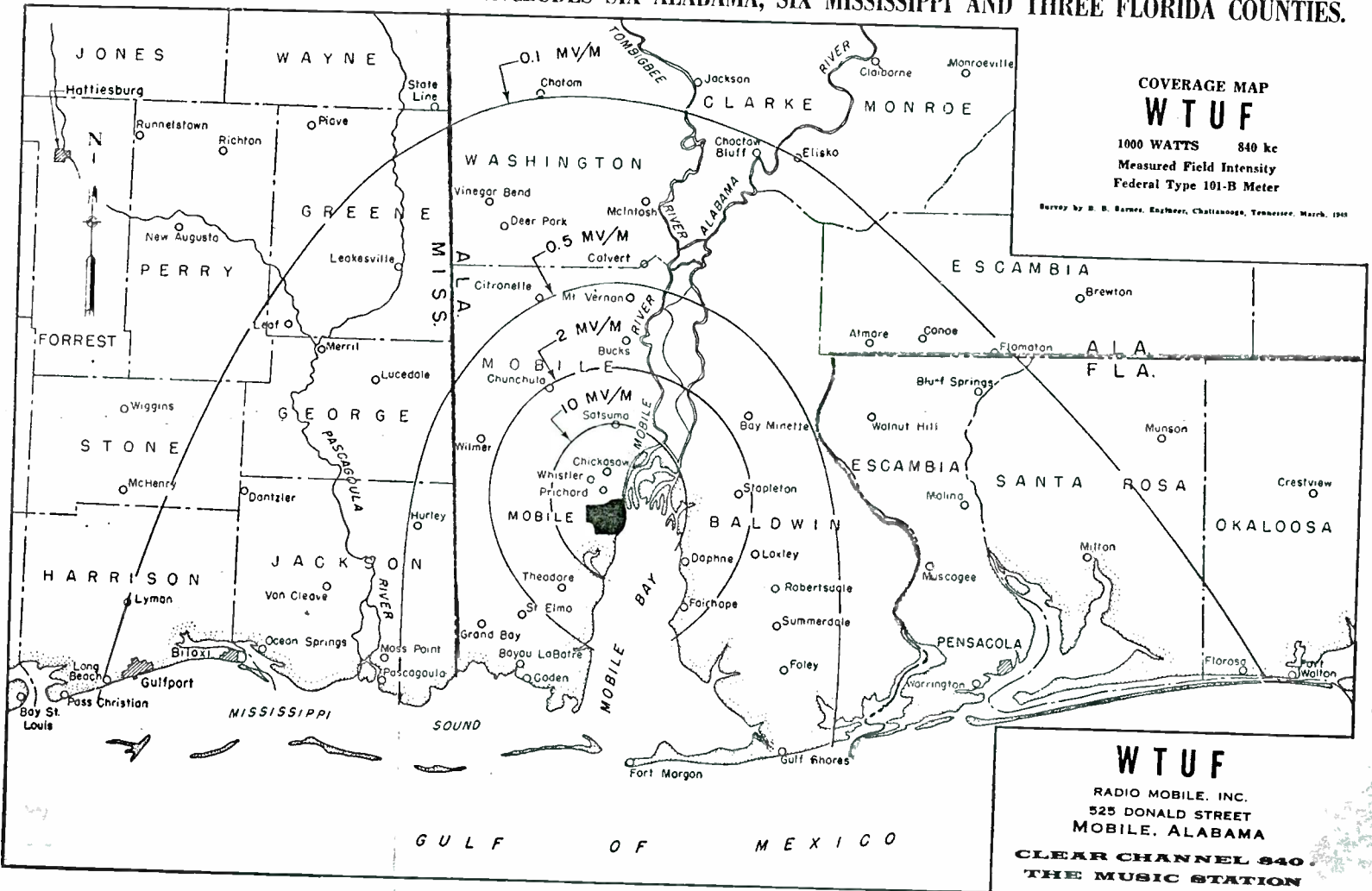
WFIX programs exactly what the audience prefers, especially high-income, better-educated families. RADIO PULSE shows WFIX Radio holds the housewife audience in Madison County — 32% OF TOTAL HOMES.

RADIO STATION WFIX  
Postal Box 7  
Phone (205) 534-5641  
**Huntsville, Alabama**  
**35804**





**WTUF** COVERS THE GREATER GULF COAST.  
 PRIMARY COVERAGE INCLUDES SIX ALABAMA, SIX MISSISSIPPI AND THREE FLORIDA COUNTIES.







NB  
AFFILIATE

**WUNI**  
"You're in"  
**RADIO**

1410 ON EVERYBODY'S DIAL 5000 WATTS DAY AND NIGHT



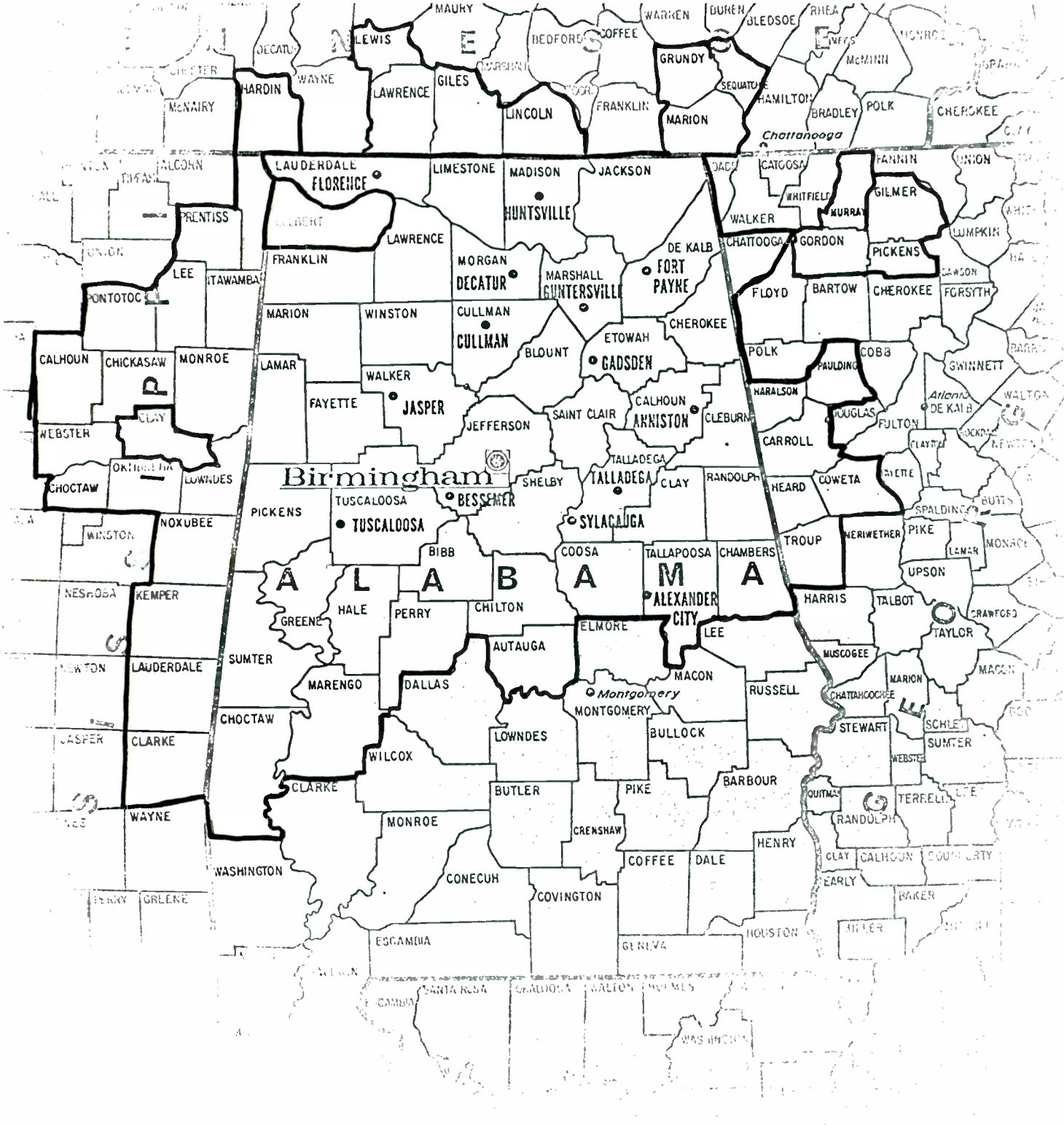
**COVERAGE MAP MOBILE, ALABAMA**

Population .....	1,024,800	Drug .....	\$ 38,943,000
Households .....	270,880	Gen. Mdse .....	\$ 129,015,000
Passenger Cars .....	343,060	Apparel .....	\$ 55,480,000
		Home Furnishings .....	\$ 60,329,000
C S I .....	\$1,637,309,000	Automotive .....	\$ 221,314,000
Retail Sales .....	\$1,009,608,000	Service Station .....	\$ 93,798,000
Food .....	\$ 251,112,000		

Source SRDS 1/1/64







SOURCE: BASED ON REGULAR LISTENER RESPONSE.  
NCS

Prime Coverage Area
  Secondary Coverage Area

690 kc

**W V O K**

690 kc

**BIRMINGHAM, ALABAMA**

**50,000 Watts**

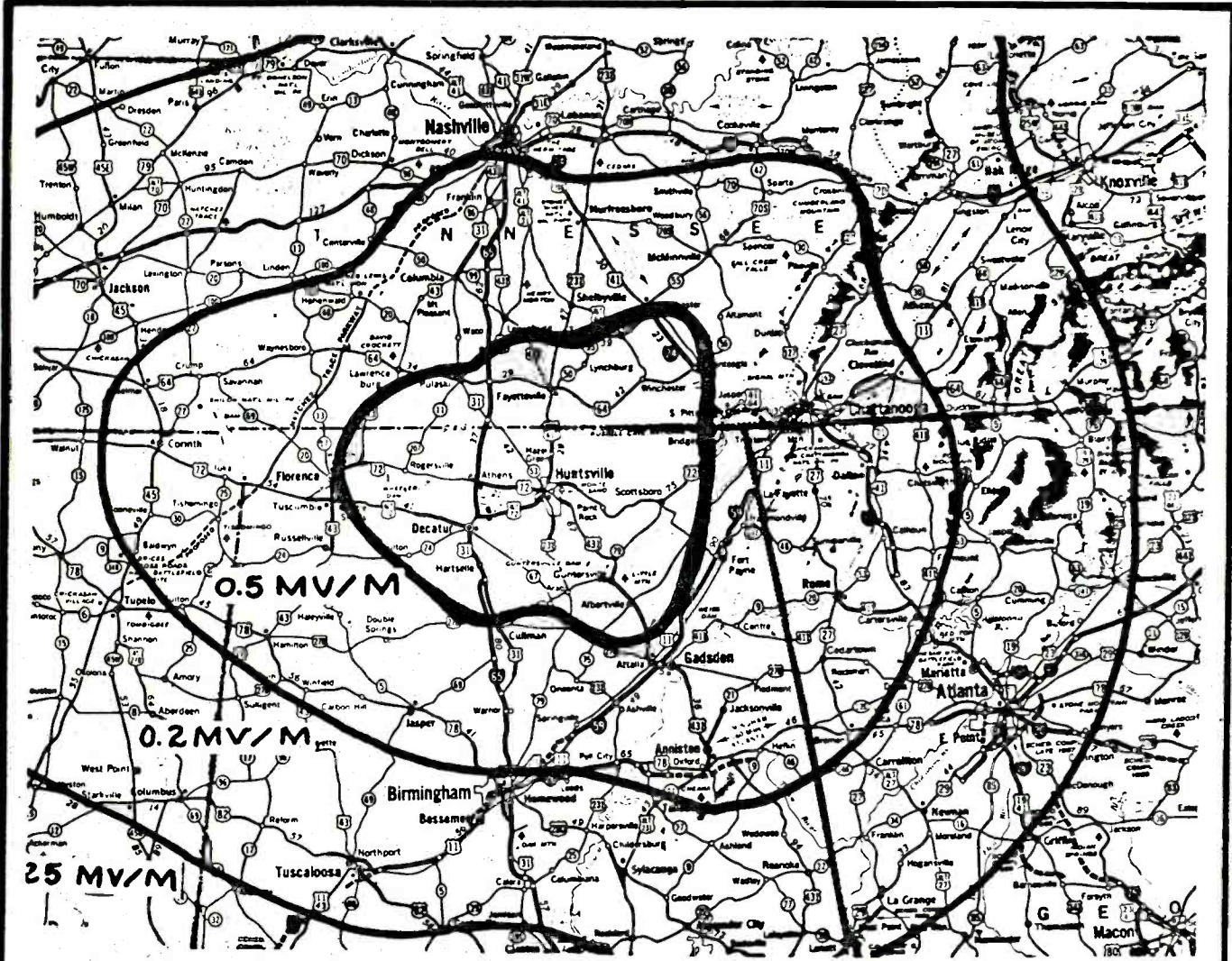
**"THE VOICE OF DIXIE"**

Number of Counties in  
Prime Coverage Area = 75

Total Homes in Prime Coverage  
Area = In Excess of 800,000

**ALABAMA'S MOST POWERFUL SALES MEDIA**





**“THE VOICE OF THE VALLEY” – HUNTSVILLE, ALABAMA . . . THE FASTEST GROWING MARKET IN THE SOUTH . . .**

**W  
V  
O  
V**

WVOV Radio in Huntsville, Alabama since the summer of 1968 is something new and tremendously exciting in the Tennessee Valley. Yes, WVOV with 10,000 watts of power and the most modern equipment to provide modern sound to one of the largest markets in the South.

Huntsville-Decatur Metro Areas claims a population of 289,900. Retail sales in 1968 reached \$381,778,000.

With 10,000 watts of power on 1,000 WVOV Radio can serve over 5,000,000 people. WVOV’s programming is the “now” sound in Contemporary Radio” with news at 20 after the hour. WVOV has unparalleled local news coverage, with Associated Press.

WVOV – the Tennessee Valley’s most Powerful Radio voice. When you buy WVOV, you sell Huntsville, and the Tennessee Valley.

**BIG 1**  
IN THE  
TENNESSEE  
VALLEY

WVOV RADIO  
Box 5188  
Huntsville, Ala. 35895  
205-859-2441

Now No. 1 More Hours From 6AM to 6PM  
(According To Latest Pulse)

DIAL 1000  
10,000 WATTS



