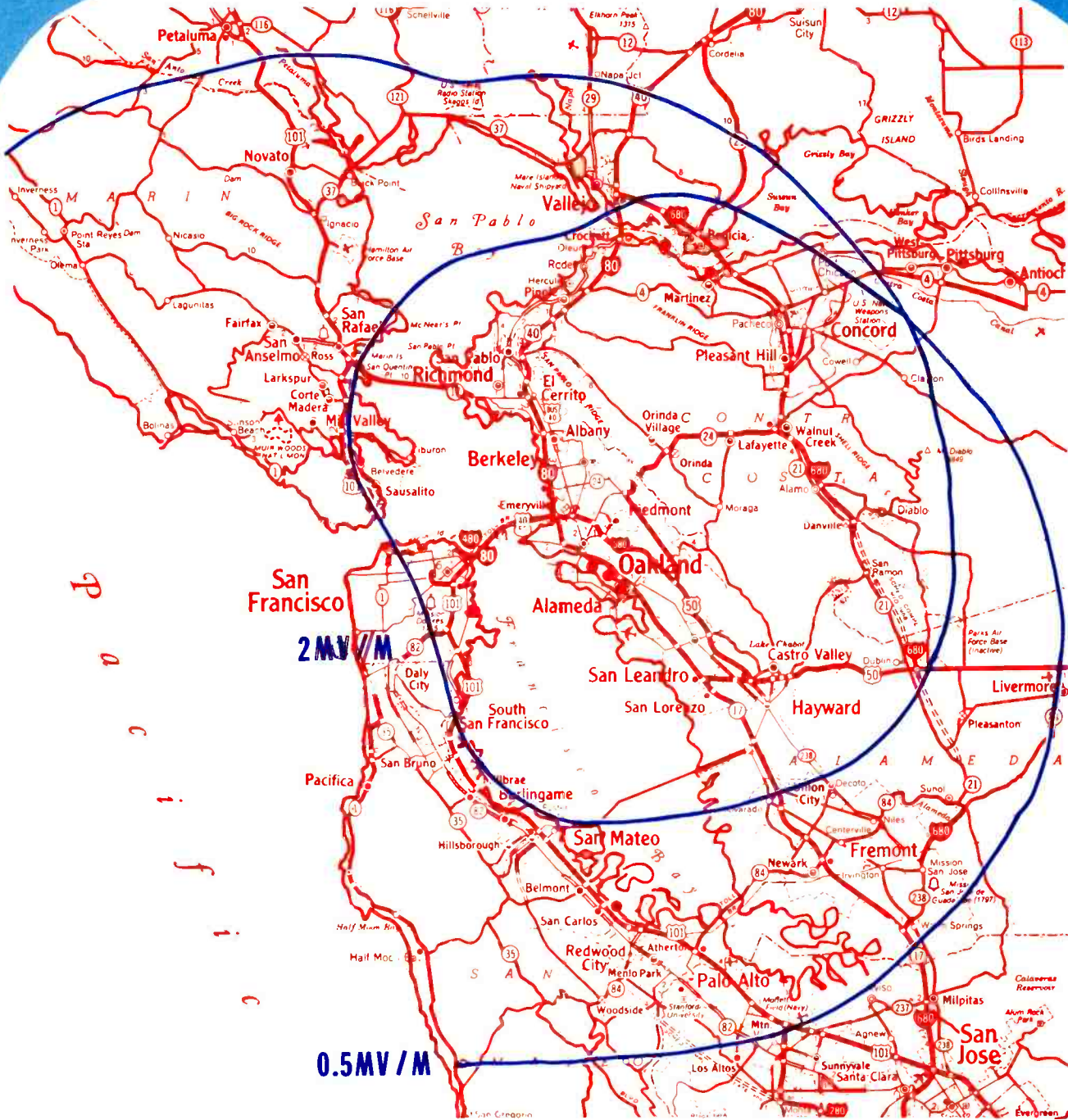


Salem Communications Corporation

KWUN Radio Signal Reaches a Major Part of These Important Markets



County	Population	Food	Sales Tax Drugs	Auto	County	Population	Food	Sales Tax Drugs	Auto
ALAMEDA	1,065,500	15,335	10,610	54,470	SAN FRANCISCO	747,500	10,109	6,941	31,350
CONTRA COSTA	545,100	9,203	6,058	21,926	SAN MATEO	555,400	9,413	5,828	30,698
MARIN	201,200	2,129	3,183	10,296	SOLANO	169,200	2,479	1,002	8,186
NAPA	77,600	1,502	761	3,596	SONOMA	187,500	3,541	2,119	8,177
TOTALS						3,549,000	53,711	36,502	168,699

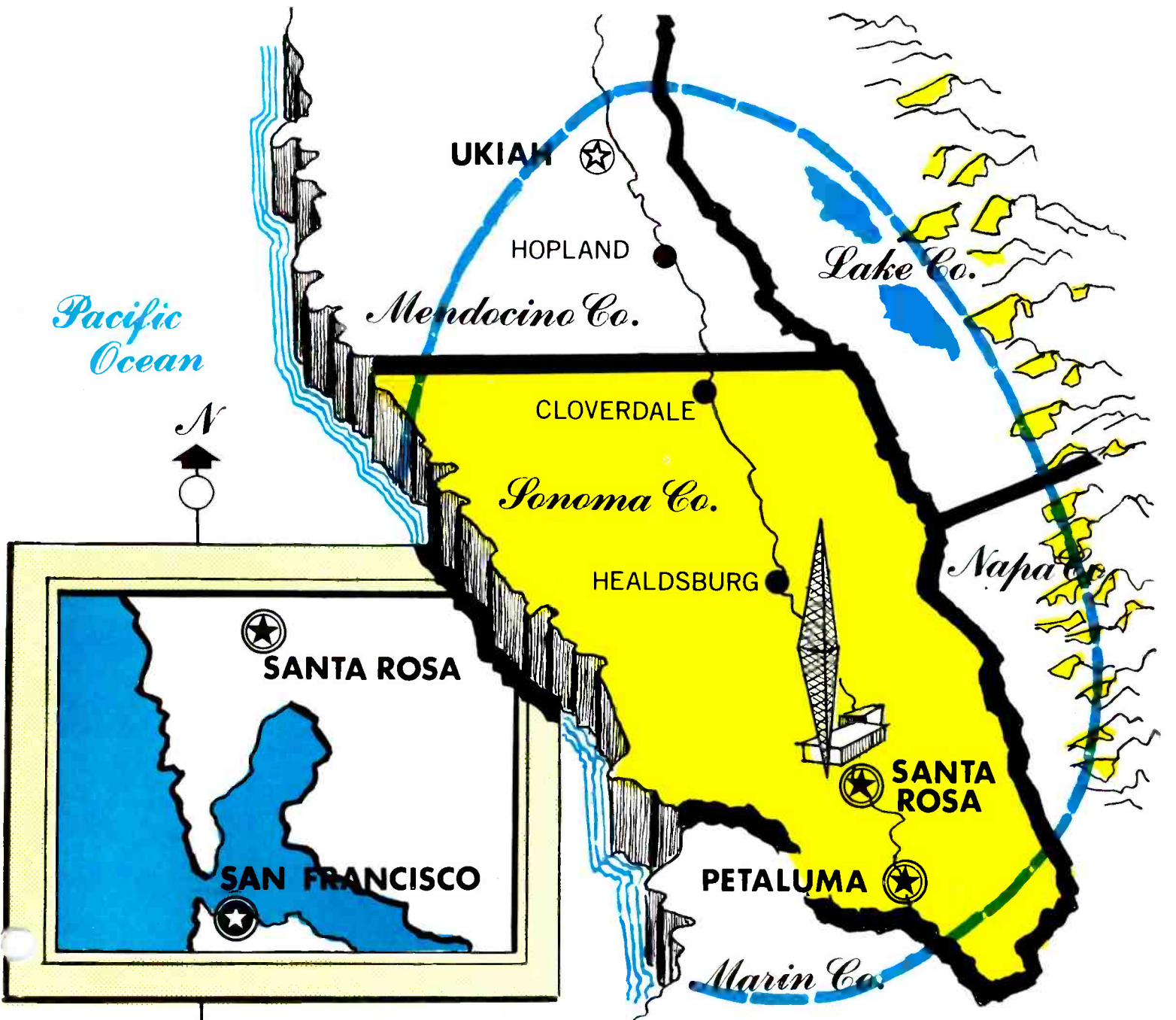
Sales Tax Figures in Thousands
 Figures per State Board of Equalization - Jan. 8, 1968

Community Contact Radio **KWUN 1480** Concord, Calif.

KVRE 1460

COVERAGE MAP

P. O. BOX 1712 SANTA ROSA, CALIF. (SONOMA CO.) 95403 TELEPHONE (707) 545-2024



1460 KC

1000 WATTS

.5MV/M CONTOUR

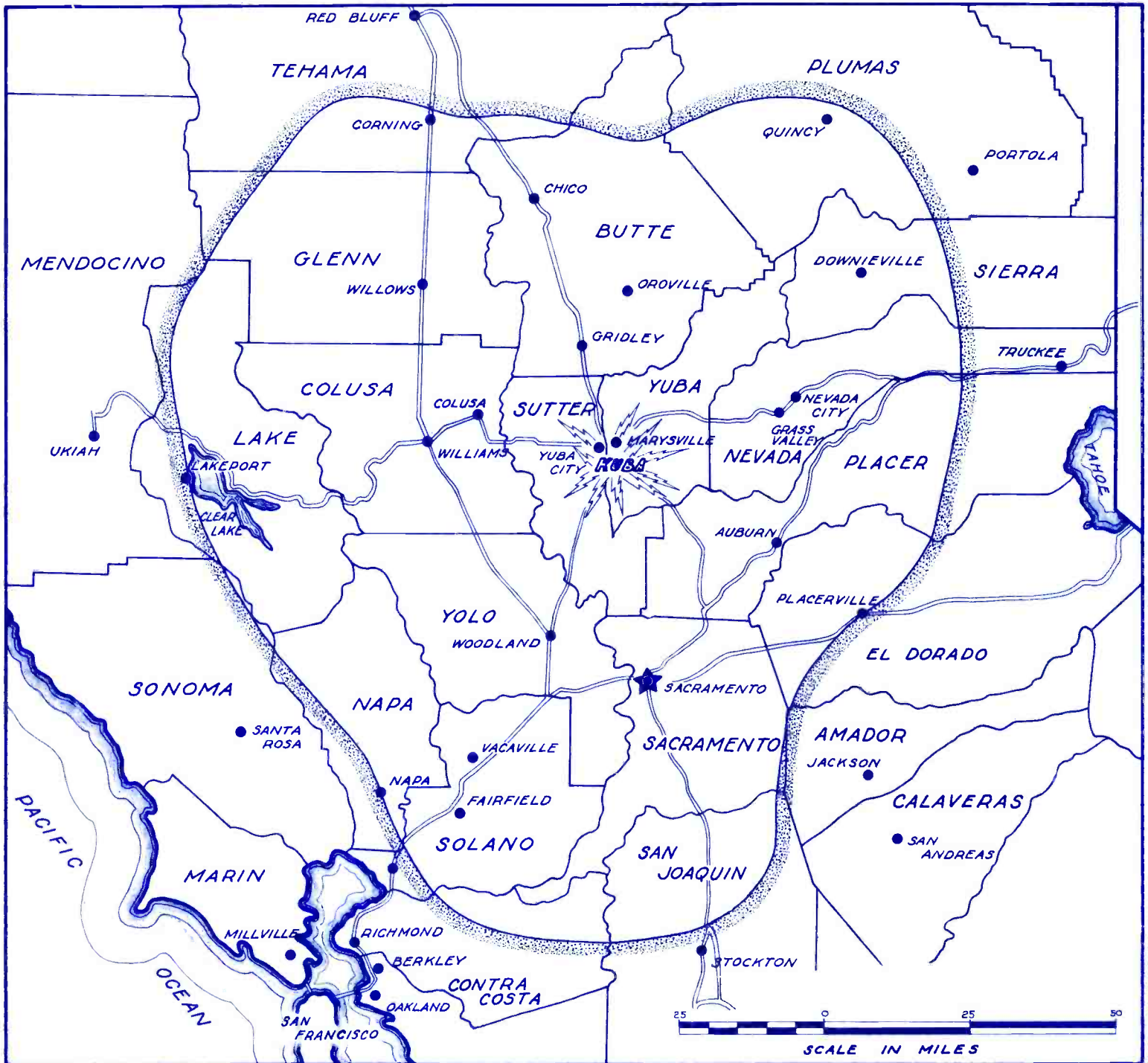
REPRESENTED NATIONALLY BY



adam young-vtm inc.

Radio Station KUBA

YUBA CITY and MARYSVILLE
CALIFORNIA



1/2 MILIVOLT COVERAGE
5000 WATTS, NON-DIRECTIONAL

(OVER)

(OVER)

A 91 MILLION DOLLAR AGRICULTURAL MARKET!

PLUS . . .

- ★ Beale Air Force Base with over a 16 million dollar payroll. (Strategic Air Command and S.A.G.E.)
- ★ Titan Missile Installation--\$200,000,000 (Martin Co.)
- ★ Capehart Housing at Beale A.F.B. -- \$12,000,000 (570 Homes)
- ★ Feather River Dam--A \$500,000,000 Project



- ✓ Retail Sales in KUBA ½ Milivolt Coverage \$1,409,409,000.
- ✓ Population in KUBA ½ Milivolt Coverage 1,062,945.
- ✓ Retail Sales in Marysville, Yuba City and Colusa \$103,202,000.
- ✓ Population of Hub Area 98,281.

**COVER THIS TREMENDOUS MARKET WITH
5,000 WATTS, NON-DIRECTIONAL**

KUBA - Yuba City and Marysville, California

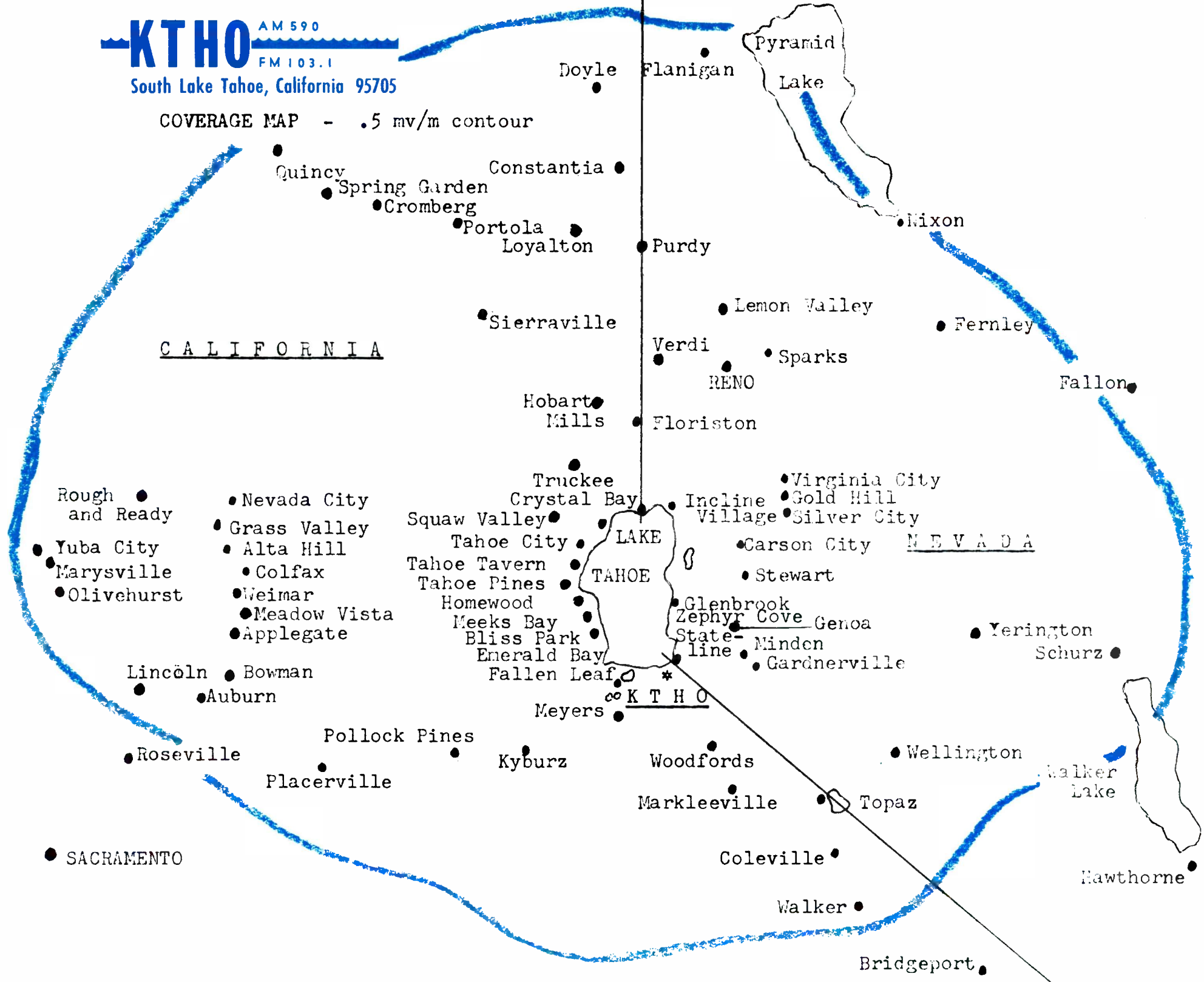
KTHO AM 590
 FM 103.1
 South Lake Tahoe, California 95705

COVERAGE MAP - .5 mv/m contour

CALIFORNIA

NEVADA

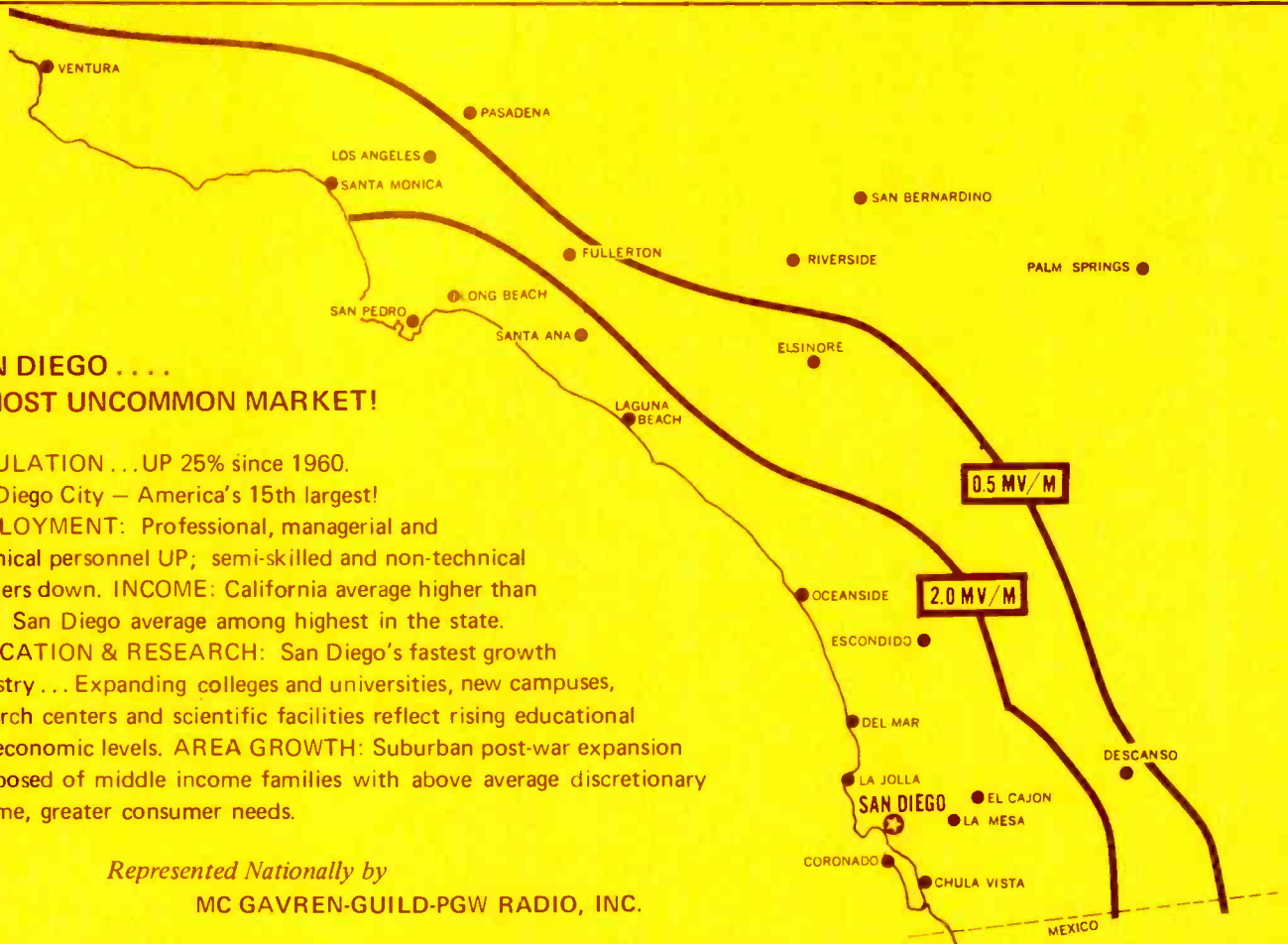
K T H O



**SAN DIEGO
A MOST UNCOMMON MARKET!**

POPULATION . . . UP 25% since 1960.
San Diego City — America's 15th largest!
EMPLOYMENT: Professional, managerial and technical personnel UP; semi-skilled and non-technical workers down. INCOME: California average higher than U.S.; San Diego average among highest in the state.
EDUCATION & RESEARCH: San Diego's fastest growth industry . . . Expanding colleges and universities, new campuses, research centers and scientific facilities reflect rising educational and economic levels. AREA GROWTH: Suburban post-war expansion composed of middle income families with above average discretionary income, greater consumer needs.

Represented Nationally by
MC GAVREN-GUILD-PGW RADIO, INC.



MARKET DATA

Sources: SRDS, 1/1/68 Est.; San Diego City and County Planning Dept. 7/1/68 Est.

POPULATION

City	689,000
Metro	1,320,500
Households	381,850

**RETAIL SALES
(Metro Area)**

Total Retail	\$1,755,352,000
Food	383,098,000
Drug	62,625,000
General Merchandise	289,826,000
Apparel	95,735,000
Home Furnishings	95,436,000
Automotive	365,726,000
Service Stations	132,165,000

**OTHER DATA
(Metro Area)**

Consumer Spendable Income	\$3,553,640,000
CSI, Per Household	9,306
Passenger Cars	520,380

**PERCENT DISTRIBUTION
OF FAMILIES**

Annual Income	Percent
\$3 — 4,999	14.3
\$5, — 7,999	25.6
\$8, — 9,999	18.2
\$10, — 14,999	20.3
\$15,000 and up	15.1

KSDO radio
1130kc San Diego

... in the air ... everywhere ...
over the NEW San Diego
... a most uncommon market!

**THE
GORDON
BROADCASTING
CO.**

Fifth Avenue Financial Center/Uptown
San Diego, California 92103

**THE DEMOGRAPHICS
OF KSDO/ RADIO**

Source: "Demographic and Consuming Behavior Characteristics of Listeners to KSDO/AM, 1967"

ANNUAL FAMILY INCOME

Under \$7,000	11%
\$7, — 9,999	20%
\$10, — 14,999	36%
\$15, — 19,999	18%
\$20,000 and up	10%
Not Reported	5%

**EDUCATION,
HEADS OF HOUSEHOLDS**

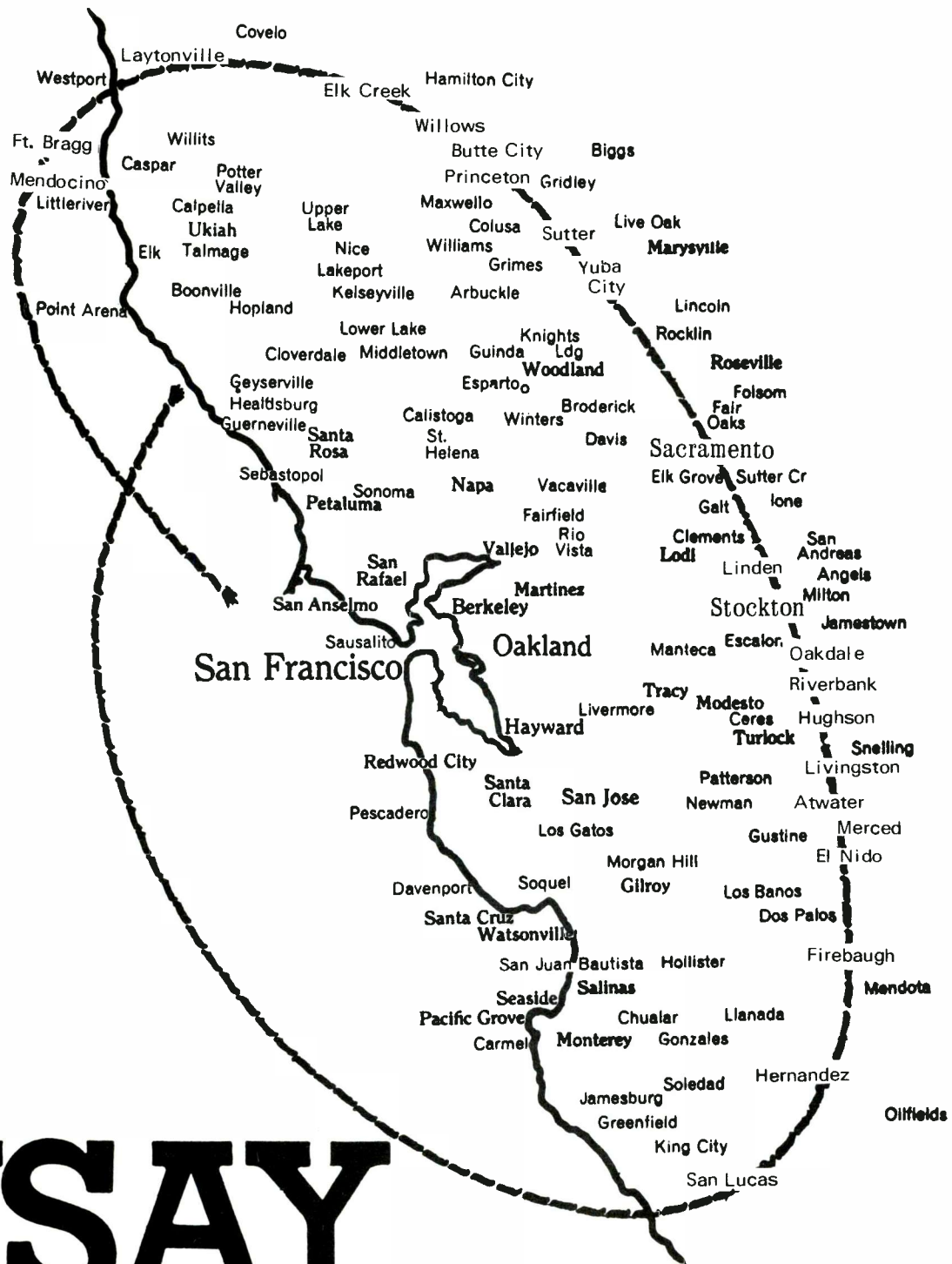
Grade School, Some High School	6%
High School Graduate	18%
Some College	22%
College Graduate	36%
Post-Graduate Training/Degree	18%

**OCCUPATION,
HEAD OF HOUSEHOLD**

Professional, Technical & Kindred	48%
Manager, Officials, Proprietors	12%
Sales, Clerical, Service	17%
Craftsmen, Foremen	10%
All Other	6%
Not Reported	7%

NOW! 5,000 WATTS COMING! 50,000 WATTS

KSAY COVERAGE MAP



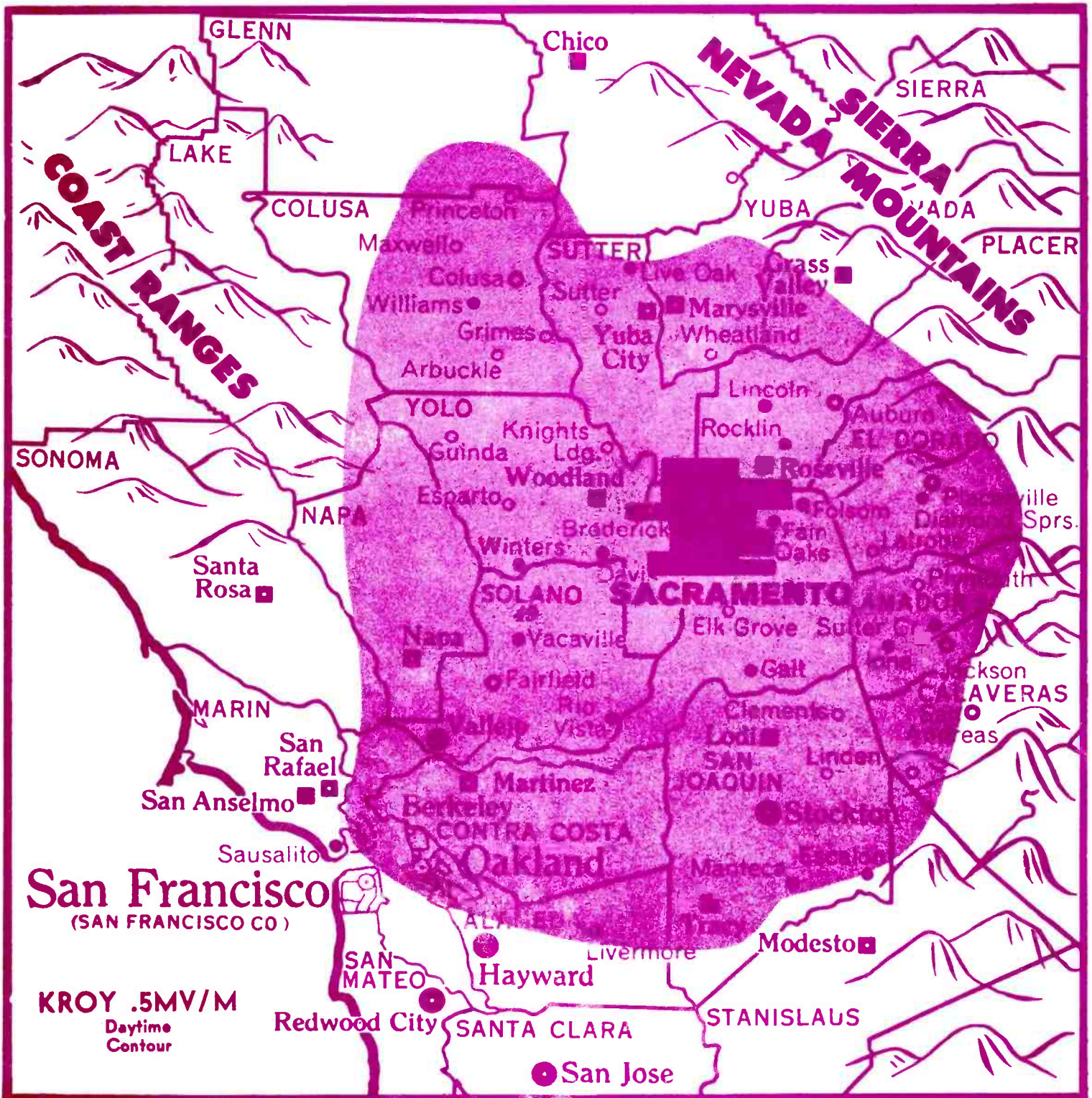
KSAY

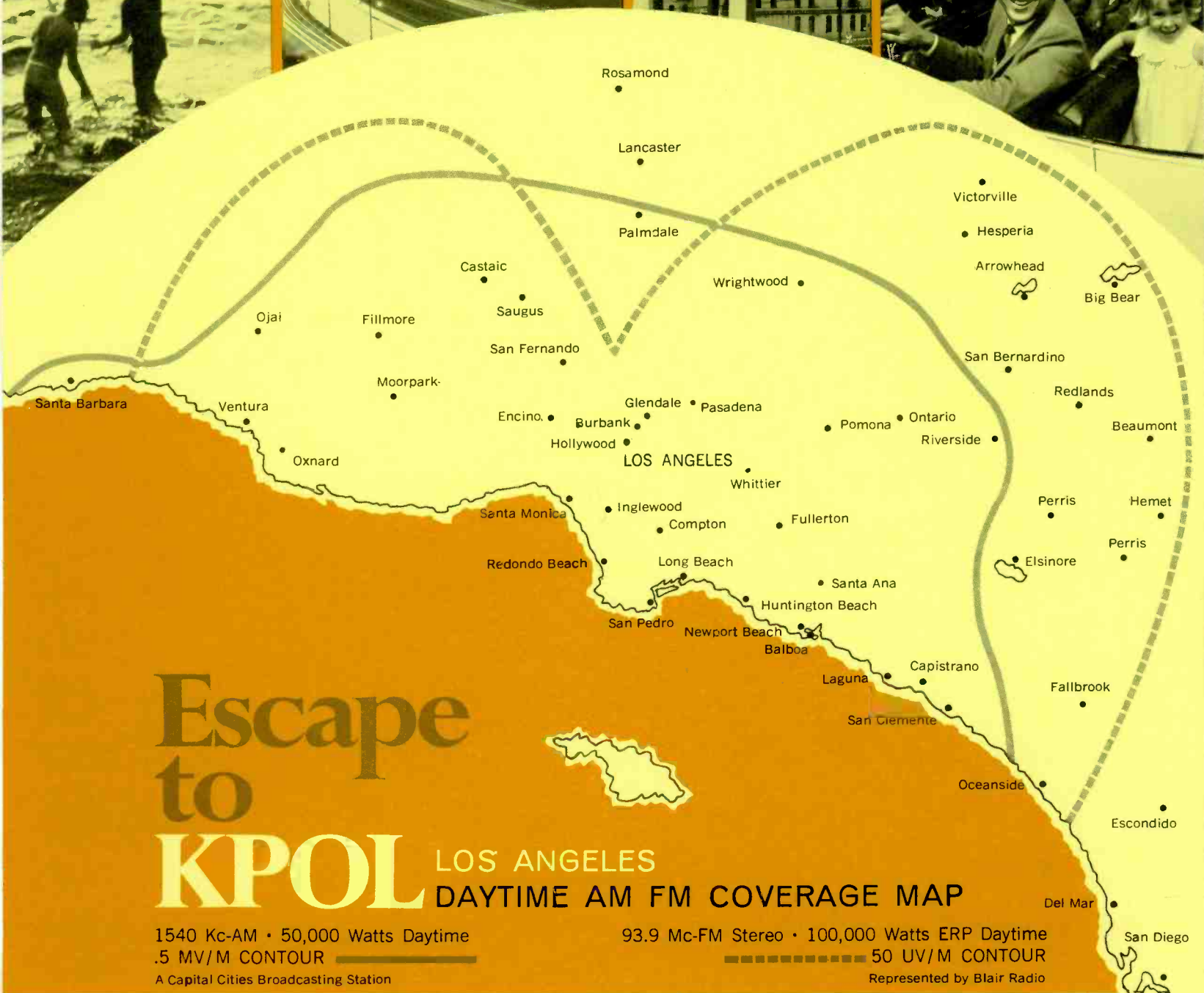
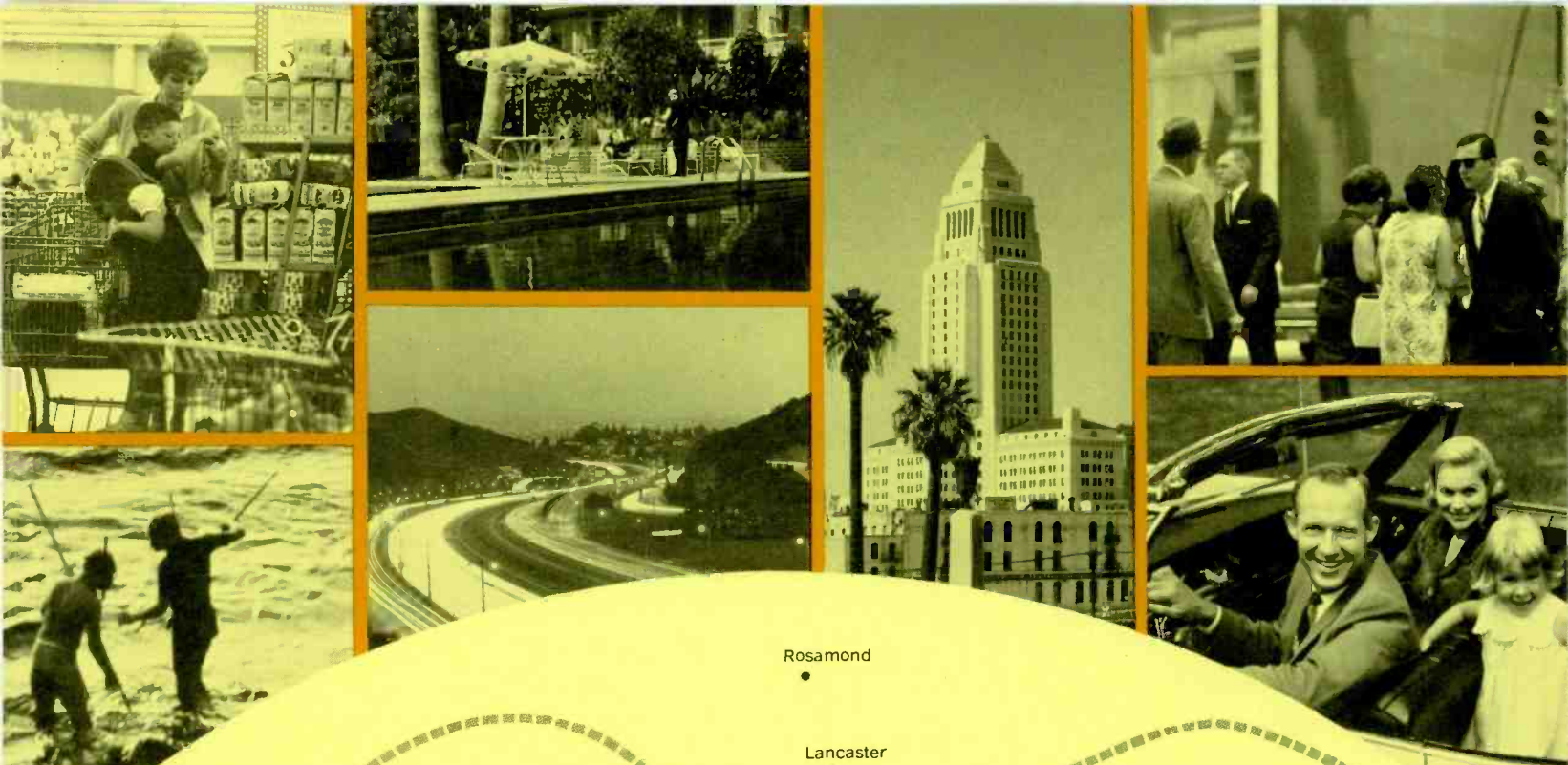
SAN FRANCISCO

SERVING ALL OF NORTHERN CALIFORNIA
10,000 WATTS AT 1010 ON THE DIAL



KROY covers Sacramento's total sales area





Escape to KPOL

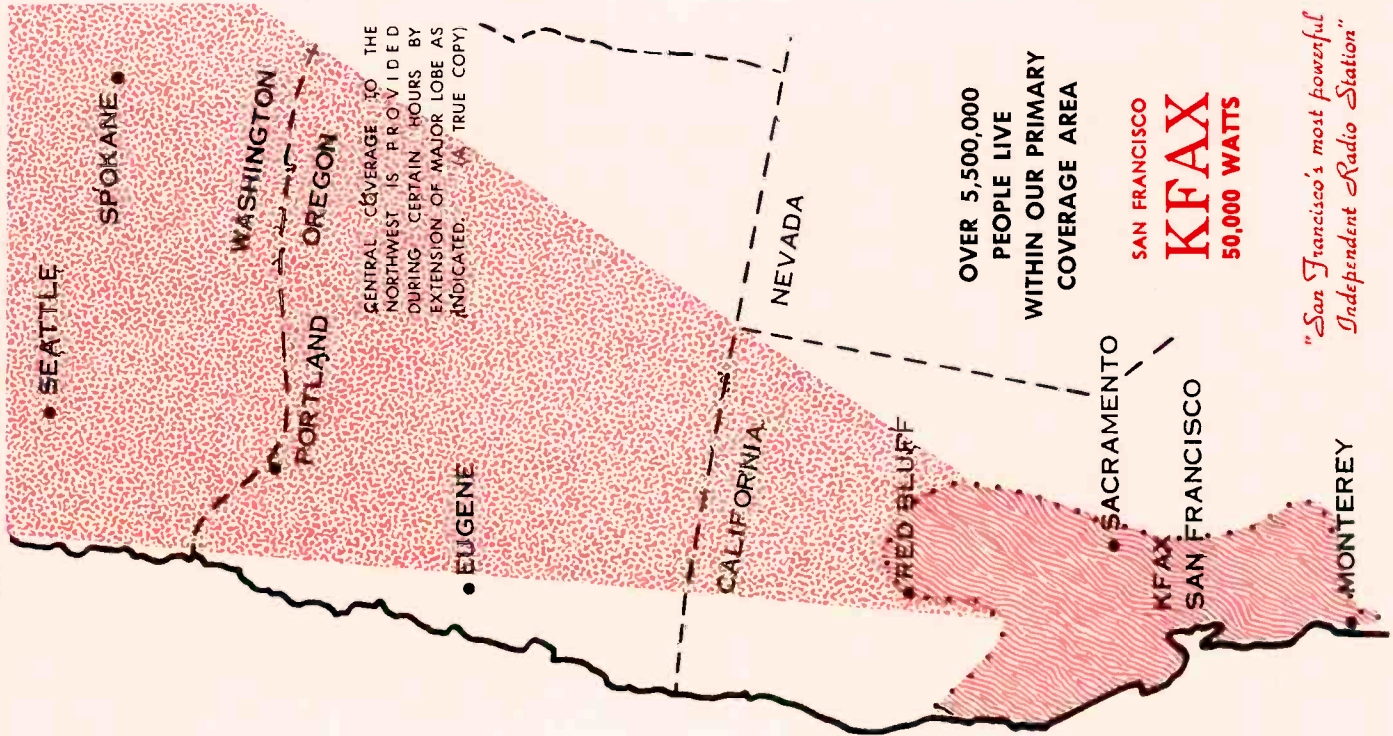
LOS ANGELES DAYTIME AM FM COVERAGE MAP

1540 Kc-AM • 50,000 Watts Daytime
 .5 MV/M CONTOUR
 A Capital Cities Broadcasting Station

93.9 Mc-FM Stereo • 100,000 Watts ERP Daytime
 50 UV/M CONTOUR
 Represented by Blair Radio

California is now the most populous state in the nation . . . and almost one-half of the state's population is concentrated in the area blanketed by KPOL's strong signal. Over 8 million people living within this thriving region annually make retail purchases in excess of \$15 billion. Coverage is vital to advertisers in this, the world's most expansive population area. And KPOL regularly reaches one of the largest and most responsive adult audiences within this important market.

COVERAGE MAP



CENTRAL COVERAGE TO THE NORTHWEST IS PROVIDED DURING CERTAIN HOURS BY EXTENSION OF MAJOR LOBE AS INDICATED. (A TRUE COPY)

OVER 5,500,000 PEOPLE LIVE WITHIN OUR PRIMARY COVERAGE AREA

SAN FRANCISCO
KFAX
50,000 WATTS

"San Francisco's most powerful Independent Radio Station"

0.5 MV M CONTOUR.

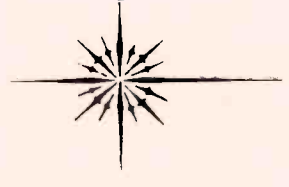
WE INVITE YOU TO JOIN THESE FINE FOLKS WHO ARE AMONG THE MANY HEARD CONTINUOUSLY ON K F A X

- A GLIMPSE OF JESUS
- AIRMAIL FROM GOD
- ALLEN REVIVAL HOUR
- AMERICA'S HOPE
- AUDIO BIBLE STUDIES
- BACK TO THE BIBLE
- BIBLE FELLOWSHIP HOUR
- BIBLE INSTITUTE OF THE AIR
- BILLY GRAHAM
- BIOLA HOUR
- CAMP MEETIN' TIME
- CHRISTIAN JEW HOUR
- GREAT CHAPTERS OF THE BIBLE
- HAVEN OF REST
- HEAVEN AND HOME HOUR
- KATHRYN KUHLMAN
- LIFE LINE
- LIVING WITNESSES
- LUTHERN GOSPEL HOUR
- MORNING CHAPEL HOUR
- ORAL ROBERTS
- PEACE, POISE AND POWER
- PEOPLES GOSPEL HOUR
- PRISONERS BIBLE BROADCAST
- PROPHETIC HERALD
- QUIET HOUR
- RADIO BIBLE CLASS
- RADIO REVIVAL
- REVIVAL TIME
- RICHARD KEY
- ROSARY HOUR
- SONGS YOU LOVE TO SING
- TEMPLE TIME
- THRU THE BIBLE
- VOICE OF AMERICANISM
- VOICE OF CALVARY
- VOICE OF CHINA AND ASIA
- VOICE OF REVIVAL
- WINGS OF HEALING
- WORLD LITERATURE CRUSADE
- WORLD TOMORROW

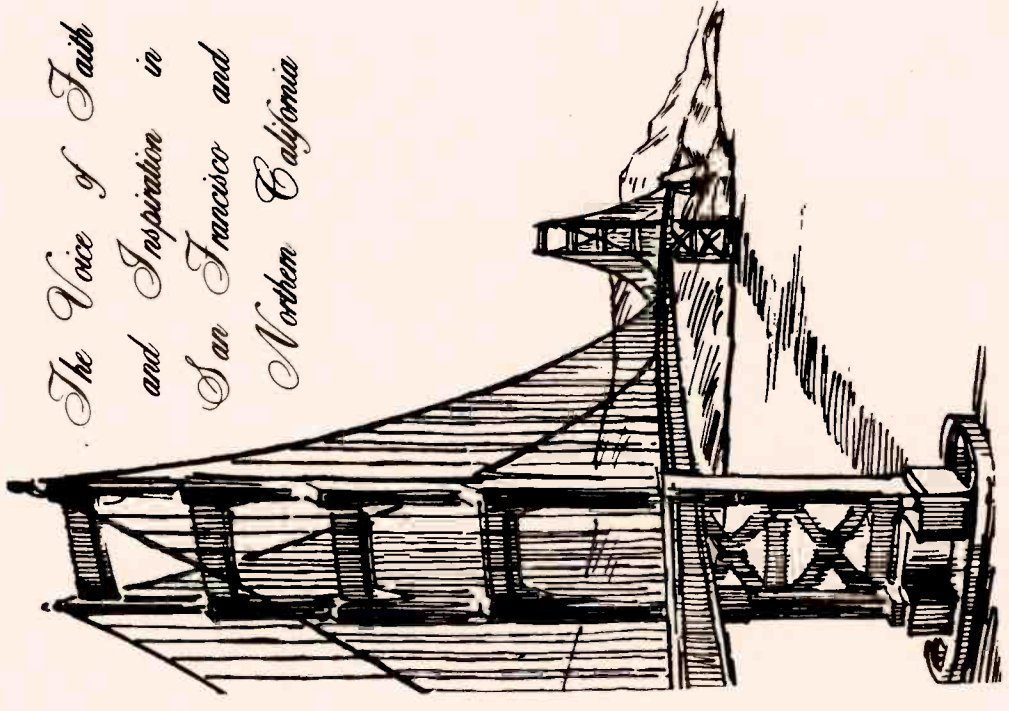
SAN FRANCISCO
KFAX
50,000 WATTS

PROGRAM SCHEDULE UPON REQUEST.

SAN FRANCISCO
KFAX
50,000 WATTS
DIAL - 1100
RATE CARD # 8



*The Voice of Faith
and Inspiration in
San Francisco and
Northern California*



ARGONAUT BROADCASTING CO.
1470 PINE STREET · SAN FRANCISCO, CALIF. 94109
PHONE (415) 673-4148

GENERAL INFORMATION

Owned and operated by Argonaut Broadcasting Co.
1470 Pine Street, San Francisco, California 94109
Phone 415-673-4148.

50,000 watts, daytime, directional.
1000 watts, night, non-directional.
1100 kilocycles, limited time, operating on a 1-A Clear Channel 5:00 A.M. to sunset and 10 P.M. to 3:00 A.M.

Established 1925.

Subscriber to NAB Code.

Judd Sturtevant, President and General Manager.

Roger Roberts, Chief Engineer

Dave Crosatto, Operations Manager

SERVICE FACILITIES

Fees for staff talent and remote service will be submitted on request. In arranging and presenting programs the advisory service of studio technicians and station's program department, including preparation of continuity will be rendered without charge. Staff announcers and/or engineer furnished without charge except where a fee is required by any governing labor organization.

Licensed by ASCAP, BMI, SESAC.

Complete recording equipment, both studio and remote.

Transcriptions returned to broadcaster or forwarded to appropriate destination promptly each week.

Remote broadcasts on special occasions only.

CONTRACTS, RATES, COMMISSIONS . . . ETC.

Station reserves the right to edit all copy and programs to contracted length and content. Copy deadline is 48 hours in advance of broadcast time. Taped programs must be at station 72 hours before broadcast time. All programs and continuity subject to station acceptance.

All acceptable accounts subject to same rate. No cash discounts. All time quotations subject to prior sale.

No alcoholic beverage or tobacco advertising accepted.

Regular rates apply for Political Broadcasts; cash in advance.

All services used in a year may be combined to earn frequency discounts.

Second Year's continuous service receives frequency discount earned previous year.

Current advertisers receive 26 weeks rate protection from date of increase.

15% commission on time only to agencies recognized by station management.

Bills rendered monthly; affidavits of performance furnished on request.

The names of all Officers and Directors of non-profit organizations must be in our files as a condition of broadcast.

CLASS AA:

Monday thru Friday 6:30 a.m. to 1:00 p.m. and 3:30 p.m. to 6:00 p.m. Saturday and Sunday, 6:30 a.m. to evening signoff.

Times	1 Hr.	½ Hr.	¼ Hr.	10 Min.	5 Min.
1	\$157.00	95.00	63.00	53.00	32.00
26	147.00	88.00	59.00	49.00	30.00
52	142.00	84.00	56.00	46.00	28.00
104	131.00	76.00	53.00	43.00	26.00
156	126.00	71.00	50.00	41.00	24.00
260	116.00	67.00	46.00	39.00	22.00
312	105.00	63.00	42.00	36.00	20.00

CLASS A:

Sunday thru Saturday 5:00 a.m. to 6:30 a.m. Monday thru Friday 1:00 p.m. to 3:30 p.m. and 6:00 p.m. to evening signoff.

Times	1 Hr.	½ Hr.	¼ Hr.	10 Min.	5 Min.
1	\$110.00	66.50	44.00	37.00	22.50
26	103.00	61.50	41.50	34.50	21.00
52	98.50	59.00	39.50	32.00	19.50
104	92.00	53.00	37.00	30.00	18.00
156	88.00	50.00	35.00	29.00	17.00
260	81.00	47.00	32.00	27.50	15.50
312	73.50	44.00	29.50	25.00	14.00

CLASS B:

Sunday thru Friday, 10 p.m. to 3:00 a.m.

Times	1 Hour	½ Hour	¼ Hour
1	\$60.00	40.00	30.00
52	55.00	33.00	22.00
260	50.00	30.00	20.00

WEEKLY ANNOUNCEMENTS.

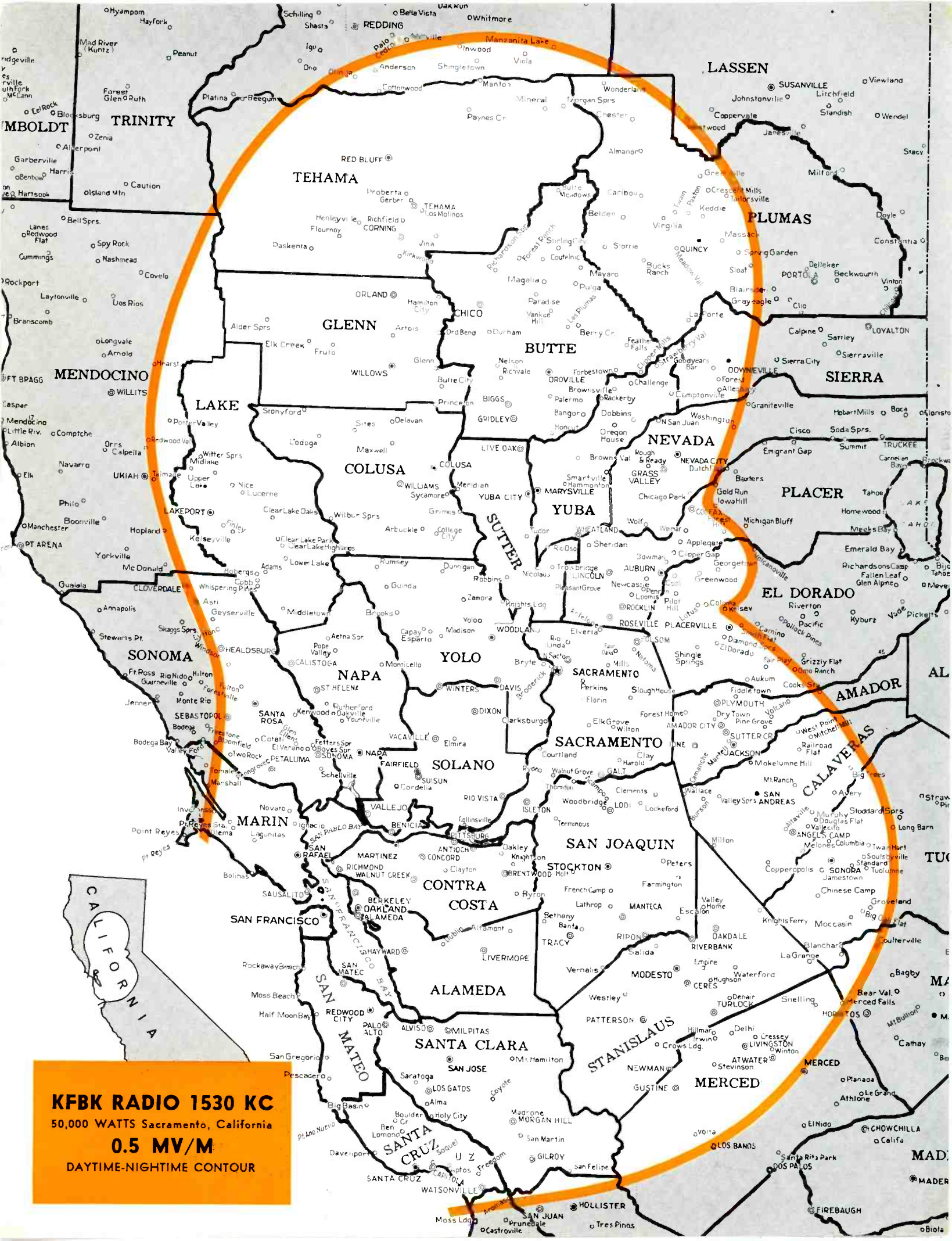
MINUTES (125 words) Times	Each	HALE MINUTES (60 words) Times	Each
1 to 10	\$17.00	1 to 10	\$12.00
11 or more	15.00	11 or more	10.00

TWENTY SECONDS
(40 words)
Times Each

1 to 10 \$9.00
11 or more 8.00

FOREIGN LANGUAGE
Minute participations

\$25.00 each in
Greek, Chinese,
Japanese, Italian,
Spanish.



KFBK RADIO 1530 KC
 50,000 WATTS Sacramento, California
0.5 MV/M
 DAYTIME-NIGHTTIME CONTOUR



A McClatchy Beeline Station

RADIO KFBK

21st & Q, Sacramento, California 95813

Phone (916) 442-0476

TWX (916) 444-7335

Beeline Radio KFBK has been serving California's Sacramento Valley continuously since 1925 with quality programming. The KFBK 50,000 watt signal covers Sacramento, the Capital city of the nation's most populous state; plus 18 Northern California counties with Oregon bordering on the north and Nevada on the east. More than one and a half million people live in the KFBK Market

KFBK *The Adult Station*

CLOCK FULL OF NEWS

SPORTS

CONVERSATION

Affiliated with the CBS Radio Network and the Golden West Sports Network

Represented Nationally By Katz Radio

SAN FRANCISCO 94111, No. 1 California Building, 415-362-7534
NEW YORK 10017, 254 Park Avenue, 212-927-2100
CHICAGO 60611, Equitable Building, 312-467-4611
ATLANTA 30309, 100 Colony Square, 404-892-3811
DALLAS 75219, 3505 Turtle Creek Blvd., 214-526-7941
DETROIT 48226, Penobscot Building, 313-961-7050
LOS ANGELES 90036, 5455 Wilshire Blvd., 213-933-8171
PHILADELPHIA 19110, Land Title Building, 215-567-7950
ST. LOUIS 63101, 915 Olive Street, 314-231-1863

BULK RATE
U. S. POSTAGE
PAID
Sacramento, Calif.
Permit No. 321

KFBK Radio

21st and Q
Sacramento, California 95813
Phone (916) 442-0476
TWX: 916-444-7335

Affiliated with the CBS Radio Network
and the Golden West Sports Network.
Represented Nationally by Katz Radio.



BEELINE RADIO

**KFBK .5 MV/M
COVERAGE**
1530 kilocycles
50,000 watts-directional
fulltime

*Steve Jayffe
Box 156
Dayton, Indiana*

LOOKING FOR THE ELUSIVE ADULT MALE?

- **KFBK** is your number one buy in Sacramento.
- **KFBK** delivers more 18+ men than any other Sacramento radio station, leading in every category, total survey area, metro area and cumes.
- The reason—**KFBK's** news, sports and conversation. Listener involvement means audience response.

Source: Sacramento ARB April 16-May 13, 1970 Average quarter-hour listener estimates, Monday-Sunday, 6:00 AM to Midnight.
Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.

McClatchy Broadcasting

A broadcasting tradition synonymous with quality programming, service and sales results in four outstanding markets embracing inland California and western Nevada.

REPRESENTED NATIONALLY BY KATZ RADIO

SAN FRANCISCO 94111, No. 1 California Building, 415-362-7584 • NEW YORK 10017, 254 Park Avenue, 212-927-2100 • CHICAGO 60611, Equitable Building, 312-467-4611 • ATLANTA 30309, 100 Colony Square, 404-892-3811 • DALLAS 75219, 3505 Turtle Creek Blvd., 214-526-7941 • DETROIT 48226, 1300 Penobscot Bldg., 313-961-7050 • LOS ANGELES 90036, 5455 Wilshire Blvd., 213-933-8171 • PHILADELPHIA 19110, Land Title Building, 215-567-7950 • ST. LOUIS 63101, 915 Olive Street, 314-231-1868



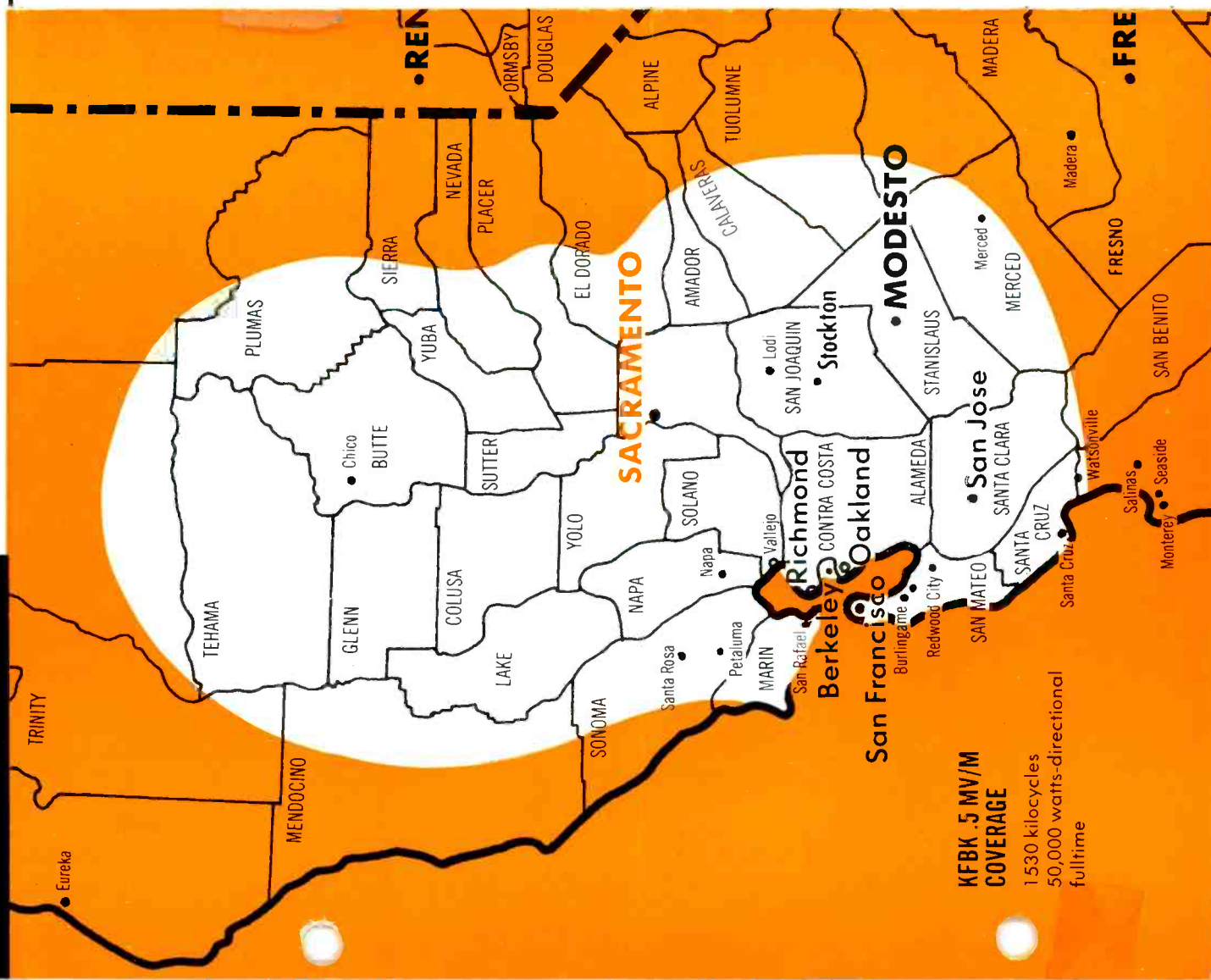
KFBK Program Schedule

Beeline Radio KFBK has been serving California's Sacramento Valley continuously since 1925 with quality programming. The KFBK 50,000 watt signal covers Sacramento, the Capital city of the nation's most populous state, plus 18 Northern California counties with Oregon bordering on the north and Nevada on the east. More than one and a half million people with an effective buying income of more than 5 billion dollars live in the KFBK Market.

Sources: Pulse Circulation Report, 1967; Sales Management Survey of Buying Power, June, 1970.



A McCLATCHY BEELINE STATION





Morning

TIME

MONDAY - FRIDAY

SATURDAY

SUNDAY

KFBK NEWS
DAYBREAK SERENADE

KFBK'S CLOCK FULL OF NEWS

- LOCAL
- REGIONAL
- NATIONAL
- WORLD WIDE
- CAPITOL REPORT
- FARM
- WEATHER
- SPORTS
- STOCKS
- TRAFFIC REPORTS
- COMMUTER NEWS

CLOCK FULL OF WEEKEND NEWS

- NA-TIONAL
- RE-GIONAL
- LOCAL
- WEATHER
- SPORTS

CBS NEWS ON THE HOUR

HOT LINE



AL HOOKER



BOB SHANNON

11

10

9

8

7

6

5



Afternoon

TIME

MONDAY - FRIDAY

SATURDAY

SUNDAY

KFBK'S CLOCK FULL OF NEWS
• NATIONAL
• REGIONAL
• LOCAL
• WEATHER
• FARM

CBS NEWS ON THE HOUR
KFBK GOES TO SCHOOL (M-F)

ARTHUR GODFREY

TALK BACK



RUSS HAMNETT

KFBK'S CLOCK FULL OF NEWS

- COMMUTER NEWS
- TRAFFIC REPORTS
- NATIONAL
- REGIONAL
- LOCAL
- WEATHER
- FINAL STOCKS
- CAPITOL REPORT
- SPORTS

12

1

2

3

4

5

6



Evening

TIME

MONDAY - FRIDAY

SATURDAY

SUNDAY

NEWS CALL WITH HARRY WARREN

NEWS FEATURES
DOUG PLEDGER SHOW

NEWS ON THE HOUR
THE LAKE TAHOE SHOW
STARLIGHT SERENADE
(FRI.) THE DEVIL & MR. O

NIGHTTIME WITH DOLLY HOLIDAY

CBS NEWS & SPORTS ON THE HOUR
WEEKEND WITH FRANK BALE

7

8

9

10

11

12

1-5

Seasonal Sports Schedule

FORTY NINERS			STANFORD UNIVERSITY		
Date	Opponent	Time	Date	Opponent	Time
Sept. 20	Washington Redskins	12:40 PM	Sept. 12	Arkansas	2:40 PM
Sept. 27	Cleveland Browns	12:40 PM	Sept. 19	San Jose State	1:10 PM
Oct. 4	Atlanta Falcons	9:40 AM	Sept. 26	Oregon	1:10 PM
Oct. 11	Los Angeles	12:40 PM	Oct. 3	Purdue	1:10 PM
Oct. 18	New Orleans Saints	12:40 PM	Oct. 10	USC	1:10 PM
Oct. 25	Denver Broncos	12:40 PM	Oct. 17	Washington State	1:10 PM
Nov. 1	Green Bay Packers	12:40 PM	Oct. 24	UCLA	7:40 PM
Nov. 8	Chicago Bears	10:40 AM	Oct. 31	Oregon State	1:10 PM
Nov. 15	Houston Oilers	10:40 AM	Nov. 7	Washington	1:10 PM
Nov. 22	Detroit Lions	9:40 AM	Nov. 14	Air Force	12:10 PM
Nov. 29	Los Angeles Rams	12:40 PM	Nov. 21	California	1:10 PM
Dec. 6	Atlanta Falcons	12:40 PM			
Dec. 13	New Orleans Saints	10:40 AM			
Dec. 20	Oakland Raiders	12:40 PM			

CAMELLIA BASKETBALL TOURNAMENT

March 4, 5 and 6 7:30 PM

CAMELLIA BOWL GAME

Dec. 12 1:10 PM

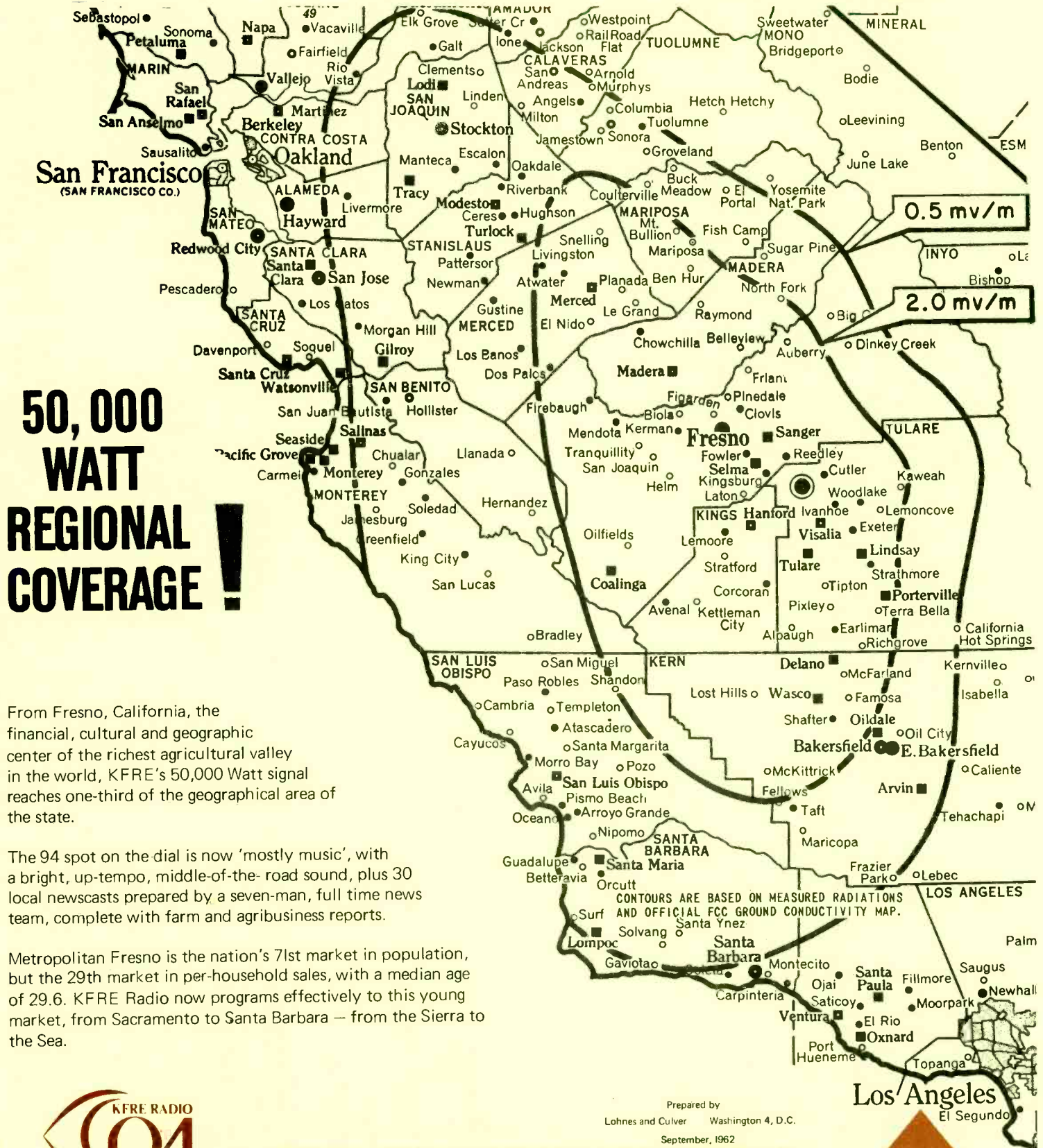
BING CROSBY GOLF

Jan. 21, 22, 23 and 24

COMPUTERIZED NFL GAME OF THE WEEK

Saturdays 10-11 AM
September 19-January 16

KFRE RADIO *fyi*



**50,000
WATT
REGIONAL
COVERAGE !**

From Fresno, California, the financial, cultural and geographic center of the richest agricultural valley in the world, KFRE's 50,000 Watt signal reaches one-third of the geographical area of the state.

The 94 spot on the dial is now 'mostly music', with a bright, up-tempo, middle-of-the-road sound, plus 30 local newscasts prepared by a seven-man, full time news team, complete with farm and agribusiness reports.

Metropolitan Fresno is the nation's 71st market in population, but the 29th market in per-household sales, with a median age of 29.6. KFRE Radio now programs effectively to this young market, from Sacramento to Santa Barbara — from the Sierra to the Sea.

Prepared by
Lohnes and Culver Washington 4, D.C.
September, 1962

PATTERSON BUILDING ▲ FRESNO, CA 93721 ▲ (209) 268-6441
50,000 WATTS REGIONAL ▲ REPS: BLAIR RADIO SALES





SAN FRANCISCO ●

OAKLAND ●

SAN JOSE ●



THE MAN FROM KLOK

**RADIO 1170
50,000 WATTS**

Coverage contours as determined by
A. E. Towne Associates Inc.
Consulting Radio Engineers

MONTEREY BAY

2 MV/M

.5 MV/M

MONTEREY

CARMEL

CARMEL VALLEY

SALINAS

MONTEREY

Big Sur King City

SACRAMENTO

STOCKTON

MODESTO

MERCED

SAN BENITO

FRESNO

YOLO

SOLANO

CONTRA COSTA

ALAMEDA

SANTA CRUZ

SANTA CLARA

PLACER

AMADOR

CALAVERAS

SAN JOAQUIN

MERCED

MADERA

EL DORADO

SONOMA

NAPA

MARIN

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

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SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO

SAN MATEO



KFXM

590 Kc.

It's The Frequency That Counts Here!

COVERAGE CHART FOR BROADCAST STATIONS

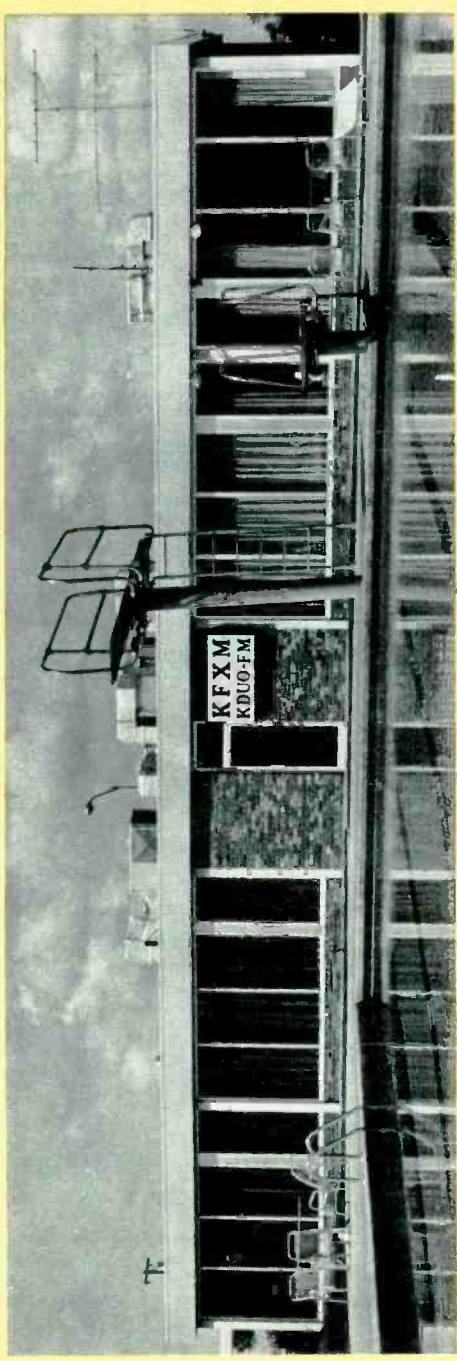
Source: Engineering Division of the Federal Communications Commission

MILES	590 K C.																
	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	
10	1000	1500	2200	3200	5000	7500	12000	17500	24000	32000	40000	50000	60000	70000	80000	90000	100000
20	1000	2000	3500	6200	11000	17500	26500	34000	46000	61000	80000	100000	120000	140000	160000	180000	200000
30	1000	2400	4500	8500	14500	23000	34000	46000	61000	80000	100000	120000	140000	160000	180000	200000	220000
40	1000	2700	5400	9200	15500	24000	34500	46500	61500	80500	100000	120000	140000	160000	180000	200000	220000
50	1000	2650	5000	8500	14000	21500	31000	41500	53500	67500	83500	100000	116500	133500	150000	166500	183500
60	1000	2500	4500	8000	13000	19500	28500	39000	51000	64500	79000	93500	108000	122500	137000	151500	166000

Chart shows approximate power required at higher frequencies to give same coverage as 1000 Watts on 590 Kc.

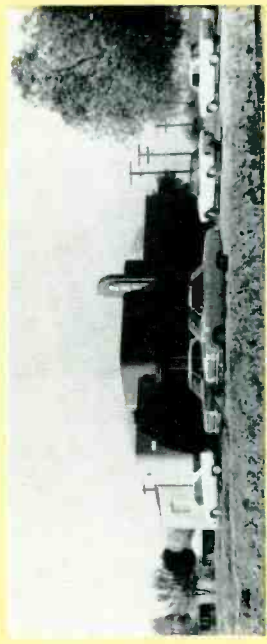
All Alone and Proud of it

590	1240	1290	1350	1370	1410	1440	1510	1570
KFXM	KRNO	KMEN	KCKC	KREL	KCAL	KPRO	KASK	KACE



KFXM (590 Kc.) Contemporary Sound 24 Hours a Day, Seven Days a Week. News, Sports and Weather on-the-half-hour, every hour. Full-time news department. Fantastic signal. Wonderful community image since 1929. Only station completely covering high and low desert region and also mountain resort areas of Southern California. Commercial Restriction of 16 spots per hour. Member, NAB, Primary Emergency Broadcast System station for San Bernardino.

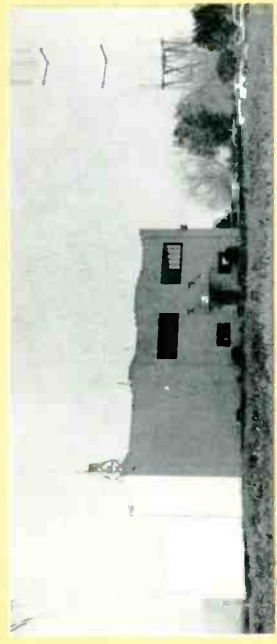
KDUO FM (97.5 Mc.) Rich, Lush, Familiar Instrumental Stereo and Vocal choruses. 24 Hours a day, seven days a week. Covers 90% of Southern California High audience ratings are the Talk-of-the-radio Industry! News Headlines on-the-hour. Weather summary on-half-hour. Commercial restriction 8 spots per hour.



KRNO (1240 Kc.) Poppourri of Religion, commercial half-hour vignettes, concert and middle-of-the-road-music. No full time News personnel. No commercial restriction. Poor evening signal in Riverside. 18 Hour operation.



KJMN (1290 Kc.) Rock and Roll, Psychedelic Sound. Blind spots in heavily populated South Riverside Signal Coverage. News every hour at 20 minutes to-the-hour.



KPRO (1440 Kc.) Angel baseball station. Mixes middle-of-road music with popular selections. Weak signal in north San Bernardino. News-on-the-hour, not on the air 24 hours a day, seven days a week.



KCKC (1350 Kc.) Country and Western format. Network station. Poor evening coverage in Riverside. 18 Hour operation.

KREL (1370 Kc.) Corona station. Poppourri of Western, Spanish and Middle-of-road music. Poor signal in Riverside and San Bernardino. 18 hour operation.

KCAL (1410 Kc.) Daytime All-Spanish station in Redlands.

KASK (1510 Kc.) Ontario Good Music. Negligible audience in Riverside or San Bernardino. 18-hour operation.

KACE (1570 Kc.) Daytime religion, commercial conversation. News and middle-of-road music.

KFXM

over 3 times

more coverage
IN SAN BERNARDINO, RIVERSIDE,
ONTARIO MARKET AREA



KFXM Broadcasting Co., Inc., Holiday Inn, San Bernardino, California 92402
Telephones: San Bernardino (714) 825-3393 Riverside (714) 684-6080 Mailing Address: P.O. Box 540 San Bernardino, California 92402



KFXM TIGER RADIO 590 KC.

TABLE OF AREAS

STATION	CONTOUR	AREA IN SQUARE MILES
KFXM	0.5mv/m	14,640
KCKC	0.5mv/m	3,783
KMEN	0.5mv/m	3,610
KRNO	0.5mv/m	2,550
KPRO	0.5mv/m	2,425

Over Three Times The Coverage
OVER TWICE THE POPULATION

POPULATION ESTIMATES

BASED ON 1960 CENSUS

STATION	CONTOUR	POPULATION
KFXM	0.5mv/m 2.0mv/m	1,317,591 397,011
KCKC	0.5mv/m 2.0mv/m	658,732 272,321
KMEN	0.5mv/m 2.0mv/m	515,412 184,207
KRNO	0.5mv/m 2.0mv/m	432,276 142,743
KPRO	0.5mv/m 2.0mv/m	445,710 147,800

The above estimates were made in accordance with prescribed F.C.C. procedures.

1-23-67 Floyd Hall, E.E.

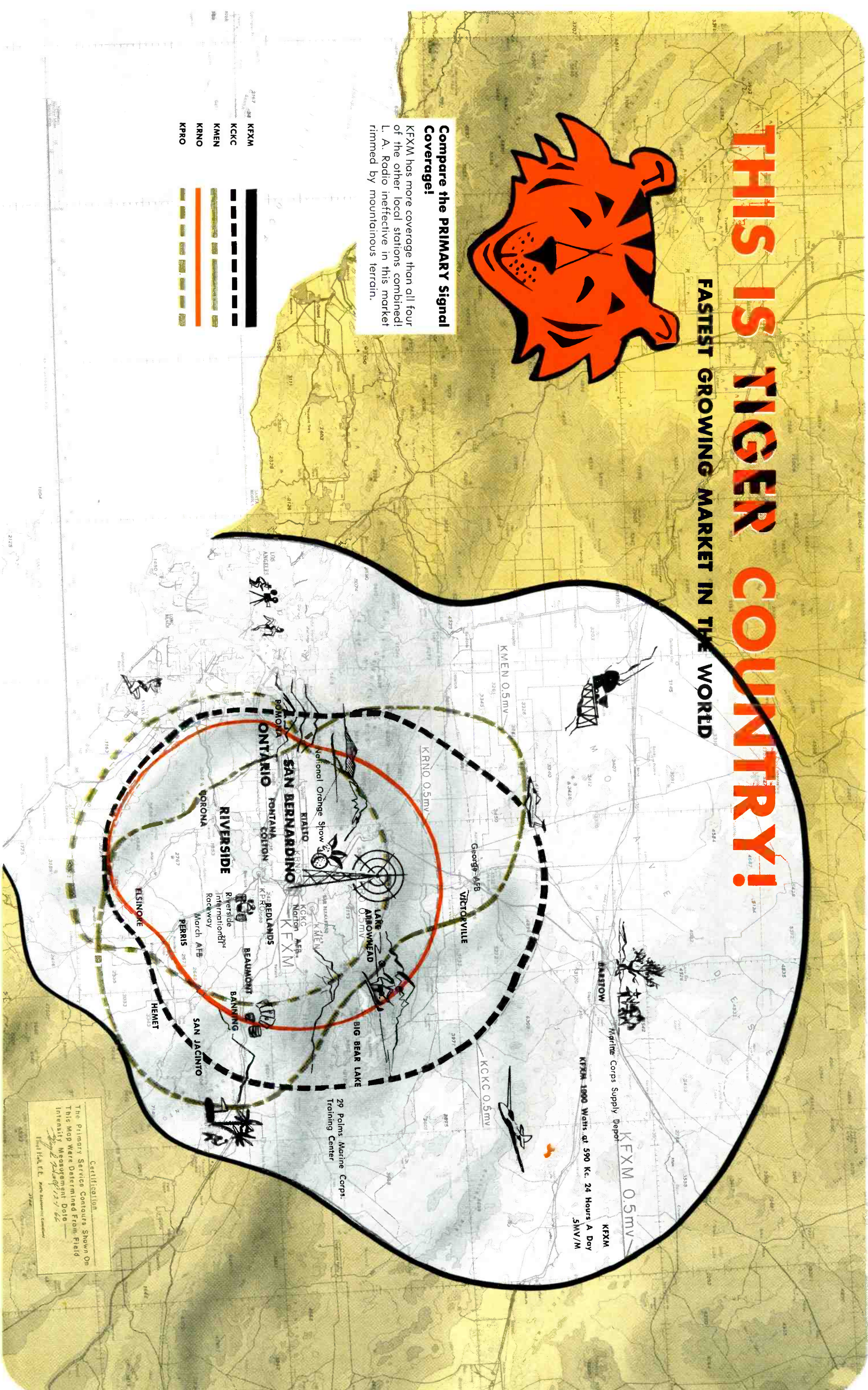
THIS IS TIGER COUNTRY!

FASTEST GROWING MARKET IN THE WORLD

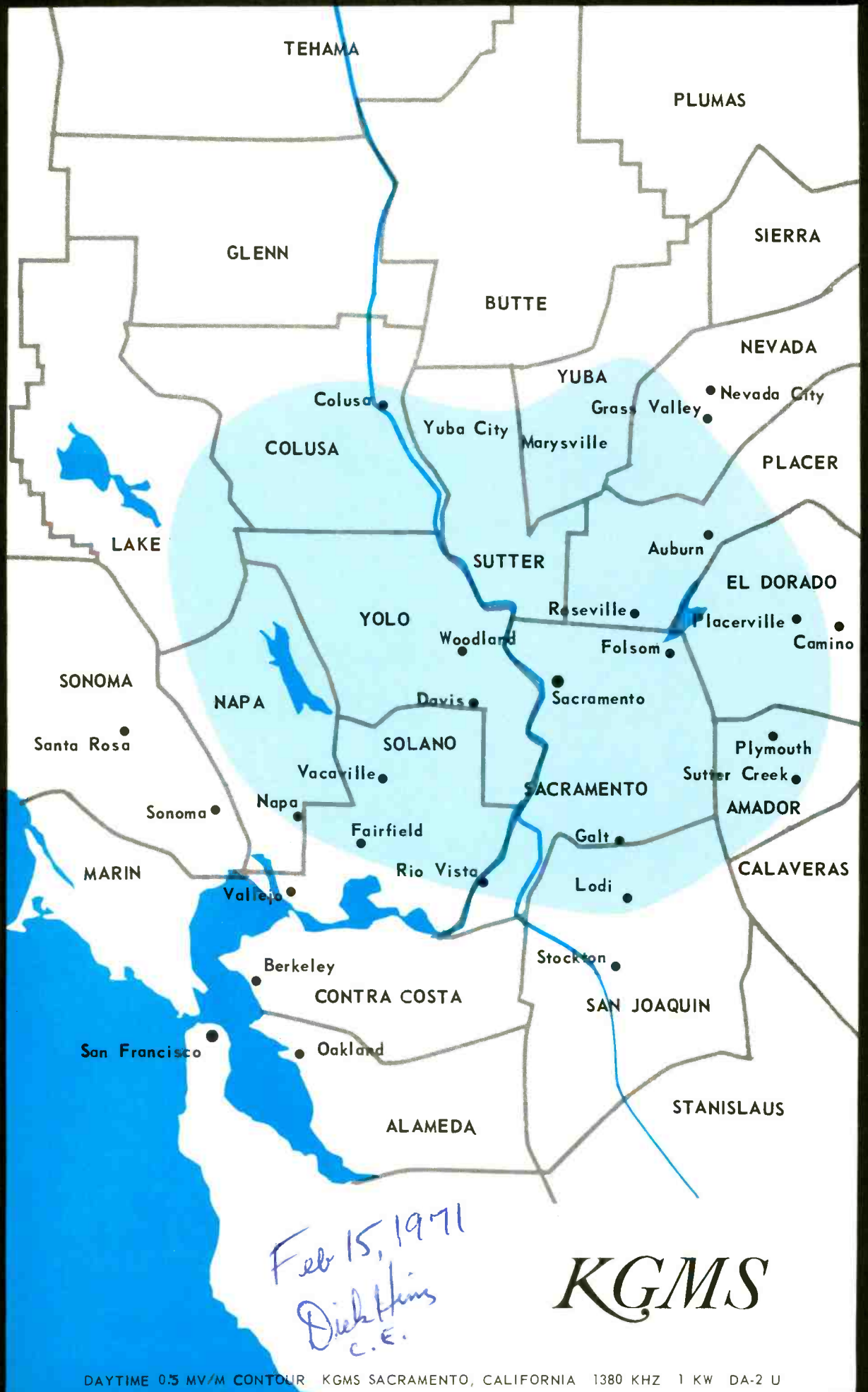


Compare the PRIMARY signal Coverage!

KFXM has more coverage than all four of the other local stations combined! L. A. Radio ineffective in this market rimmed by mountainous terrain.



coverage

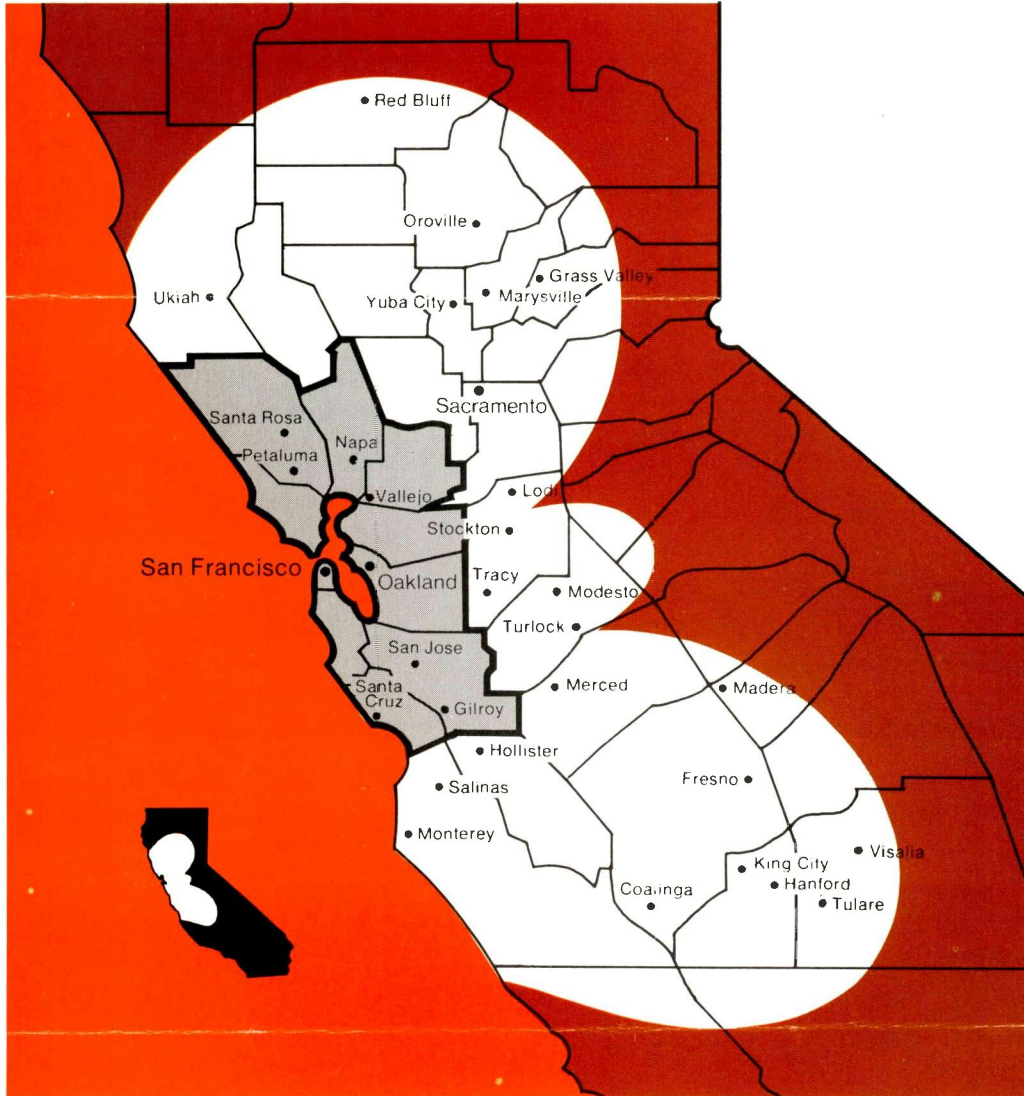


*Feb 15, 1971
Diekhuis
C.E.*

KGMS

DAYTIME 0.5 MV/M CONTOUR KGMS SACRAMENTO, CALIFORNIA 1380 KHZ 1 KW DA-2 U

COVERAGE MAP



50,000 Watts at 810 kc. Licensed for full time operation. News services include AP, UPI, U.S. Weather Wire, KGO Weather Station, Sigalert, Mobile News Vehicles, Western Union Sports Wire, KGO Helicopter, KGO Airplane, KGO Marine Cruiser.

Represented Nationally by Blair Radio

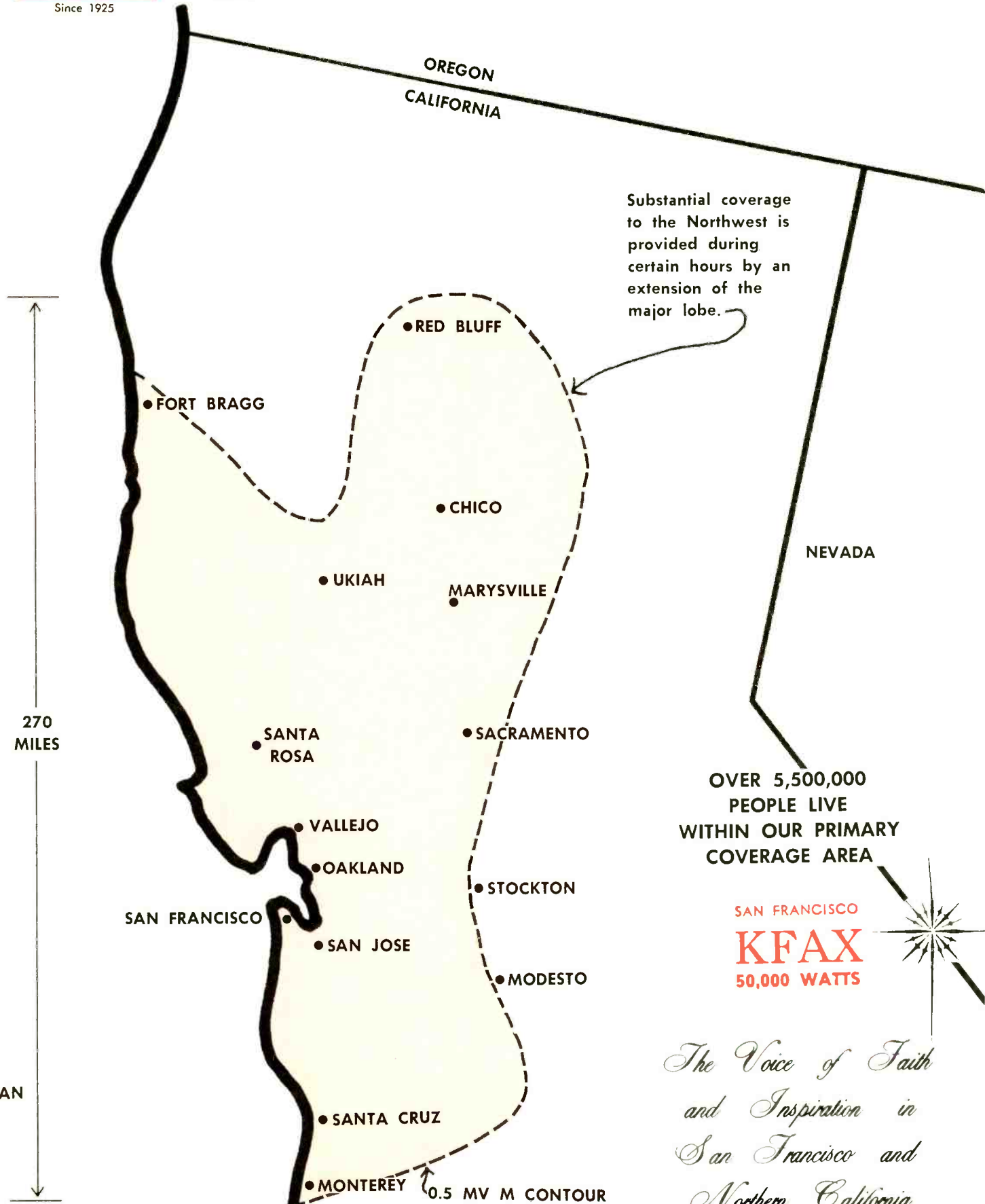
SAN FRANCISCO
KFAX
 1100 KC
 50,000 WATTS

Since 1925

COVERAGE MAP

ARGONAUT BROADCASTING CO.

1470 PINE STREET · SAN FRANCISCO · CALIFORNIA 94109 · Telephone 673-4148



Substantial coverage to the Northwest is provided during certain hours by an extension of the major lobe.

270 MILES

PACIFIC OCEAN

OVER 5,500,000 PEOPLE LIVE WITHIN OUR PRIMARY COVERAGE AREA

SAN FRANCISCO
KFAX
 50,000 WATTS



The Voice of Faith and Inspiration in San Francisco and Northern California

"San Francisco's most powerful Independent Radio Station"

KDAY 1580



Dial 1350



5,000 Watts

P. O. Box 2565 (Zip 92406)

3225 NORTH 'E' STREET • SAN BERNARDINO, CALIFORNIA 92405 • (714) 882-2575
RIVERSIDE (714) 683-4545 • LOS ANGELES (213) 465-6581

THIS LAST
WEEK WEEK

JULY 24, 1971

1.	2.	I'M JUST ME	CHARLEY PRIDE
2.	5.	EASY LOVING	FREDDY HART
3.	6.	THE RIGHT COMBINATION	PORTER WAGONER/DOLLY PARTON
4.	4.	PLEASE DON'T TELL ME HOW THE STORY ENDS	- BOBBY BARE
5.	1.	INDIAN LAKE	FREDDY WELLER
6.	7.	NASHVILLE	DAVID HOUSTON
7.	11.	BRIGHT LIGHTS, BIG CITY	SONNY JAMES
8.	13.	TAKE MY HAND	MEL TILLIS/SHERRY BRYCE
9.	3.	ME & YOU & A DOG NAMED BOO	STONEWALL JACKSON
10.	10.	JOY TO THE WORLD	MURRAY KELLUM
11.	16.	GOOD LOVING (MAKES IT RIGHT)	TAMMY WYNETTE
12.	17.	SOMEDAY WE'LL LOOK BACK	MERLE HAGGARD
13.	14.	RIGHT WON'T TOUCH A HAND	GEORGE JONES
14.	9.	GWEN (CONGRATULATIONS)	TOMMY OVERSTREET
15.	20.	HE'S SO FINE	JODY MILLER
16.	24.	THE YEAR CLAYTON DELANEY DIED	TOM T. HALL
17.	18.	HERE I GO AGAIN	BOBBY WRIGHT
18.	25.	PITTY, PITTY, PATTY	SUSAN RAYE
19.	22.	MY BLUE TEARS	DOLLY PARTON
20.	23.	SATURDAY MORNING CONFUSION	BOBBY RUSSELL
21.	15.	SHE DON'T MAKE ME CRY	DAVID ROGERS
22.	27.	I WONDER WHAT SHE'LL THINK	CONWAY TWITTY
23.	8.	JUST ONE TIME	CONNIE SMITH
24.	12.	YOU'RE MY MAN	LYNN ANDERSON
25.	34.	FADED LOVE	TOMPALL & THE GLASER BROS.
26.	26.	LOVE ON BROADWAY	JERRY LEE LEWIS
27.	28.	I CAN'T GO ON LOVING YOU	ROY DRUSKY
28.	32.	DON'T LET HIM MAKE A MEMORY OUT OF ME	BILLY WALKER
29.	33.	QUITS	BILL ANDERSON
30.	35.	YOU'RE LOOKING AT COUNTRY	LORETTA LYNN
31.	19.	THEN YOU WALK IN	SAMMI SMITH
32.	21.	AWAYD TO AN ANGEL	WAYNE KEMP
33.	-	WHEN HE WALKS ON YOU	JERRY LEE LEWIS
34.	-	I'D RATHER BE SORRY	RAY PRICE
35.	-	GOOD ENOUGH TO BE YOUR WIFE	JEANNIE C. RILEY

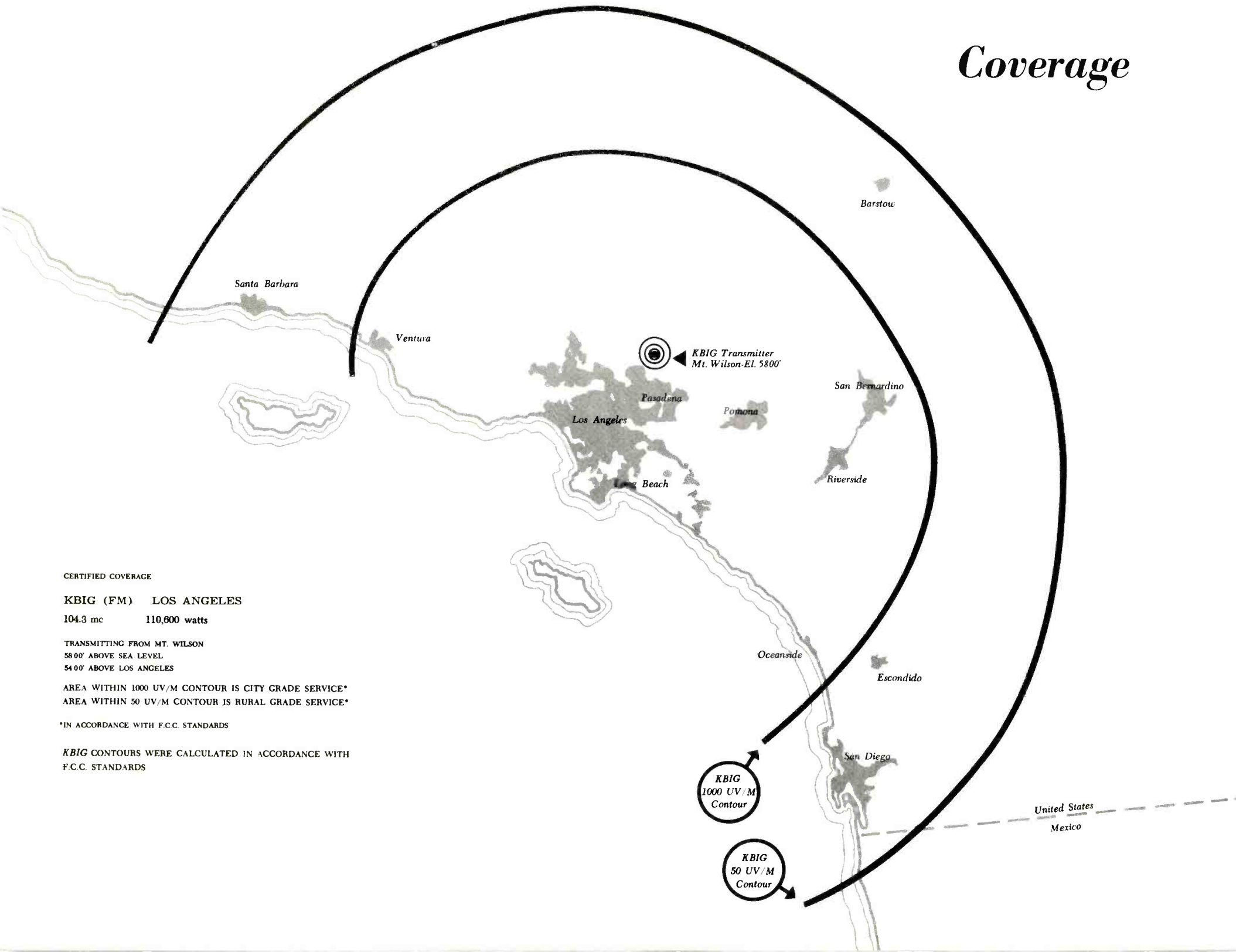
KC SHOWMEN

PREVIEW ALBUMS - WEEK OF JULY 26, 1971

DICK ALAN SHOW: 6-10 AM.....YOU'RE MY MAN, LYNN ANDERSON
BOB MITCHELL SHOW: 10 AM-2 PM.....THE AWARD WINNERS, TOMPALL & GLASER BROS.
RON CHRISTIAN SHOW: 2-6 PM.....THE SENSATIONAL SONNY JAMES
TED LANE SHOW: 6 PM-12 Midnight.....BABY, YOU'VE GOT WHAT IT TAKES,
CHARLIE LOUVIN/MELBA MONTGOMERY

HIT PICK: "I DON'T KNOW YOU ANYMORE" TOMMY OVERSTREET

Coverage



CERTIFIED COVERAGE

KBIG (FM) LOS ANGELES

104.3 mc 110,600 watts

TRANSMITTING FROM MT. WILSON

5800' ABOVE SEA LEVEL

5400' ABOVE LOS ANGELES

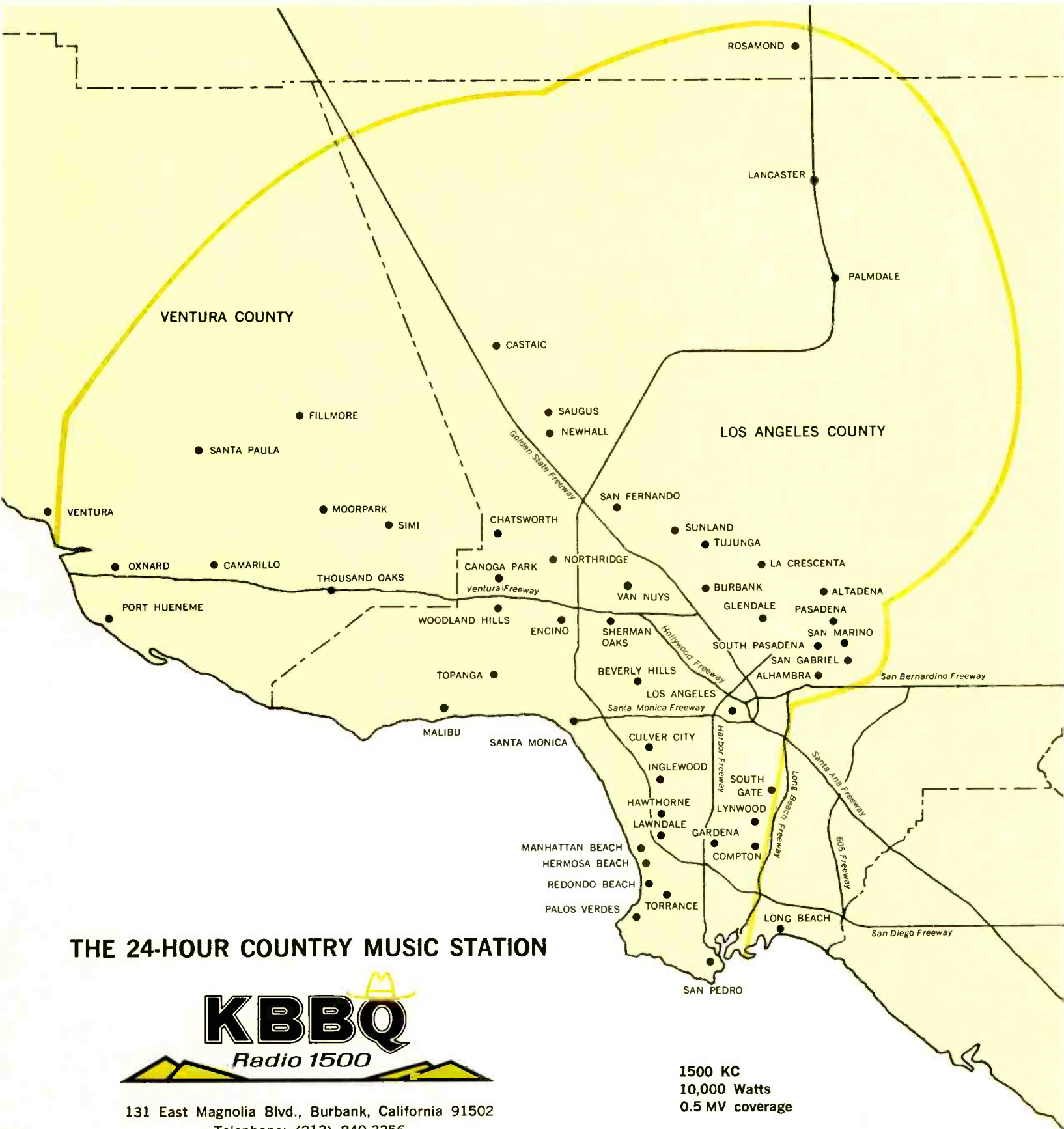
AREA WITHIN 1000 UV/M CONTOUR IS CITY GRADE SERVICE*

AREA WITHIN 50 UV/M CONTOUR IS RURAL GRADE SERVICE*

*IN ACCORDANCE WITH F.C.C. STANDARDS

KBIG CONTOURS WERE CALCULATED IN ACCORDANCE WITH
F.C.C. STANDARDS

KBBQ COVERS THE "BIG COUNTRY" OF LOS ANGELES AND THE SAN FERNANDO VALLEY!



THE 24-HOUR COUNTRY MUSIC STATION

KBBQ
Radio 1500

131 East Magnolia Blvd., Burbank, California 91502
Telephone: (213) 849-3356

A GEORGE E. CAMERON, JR. COMMUNICATIONS STATION

1500 KC
10,000 Watts
0.5 MV coverage

0 10 20
SCALE OF MILES

Coverage Area

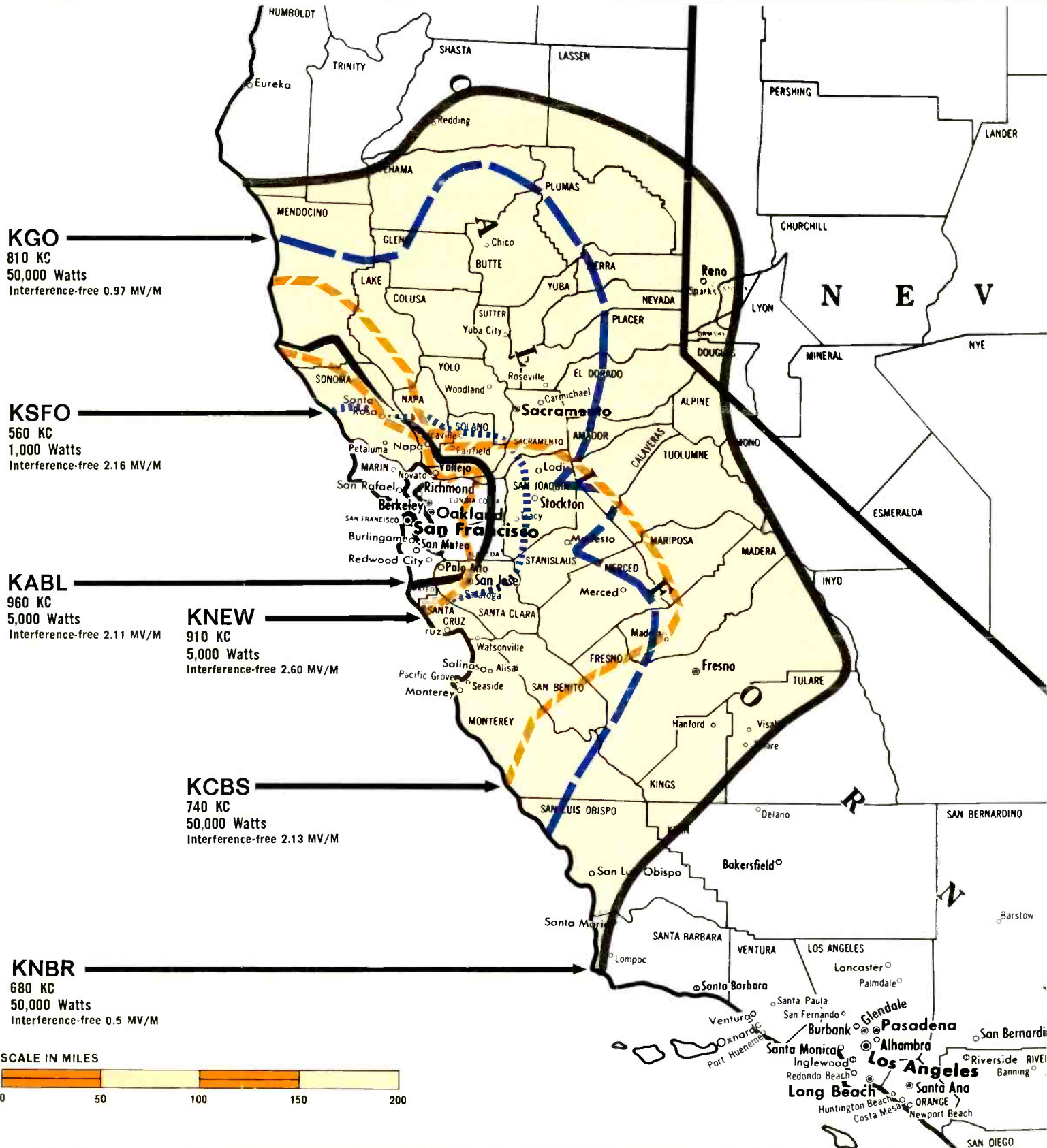
Half Millivolt Contour

KNBR ^{NBC} RADIO 680

San Francisco, California/50,000 Watts/Clear Channel

Nighttime Coverage

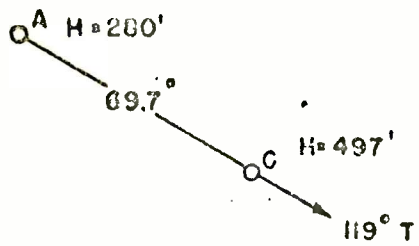
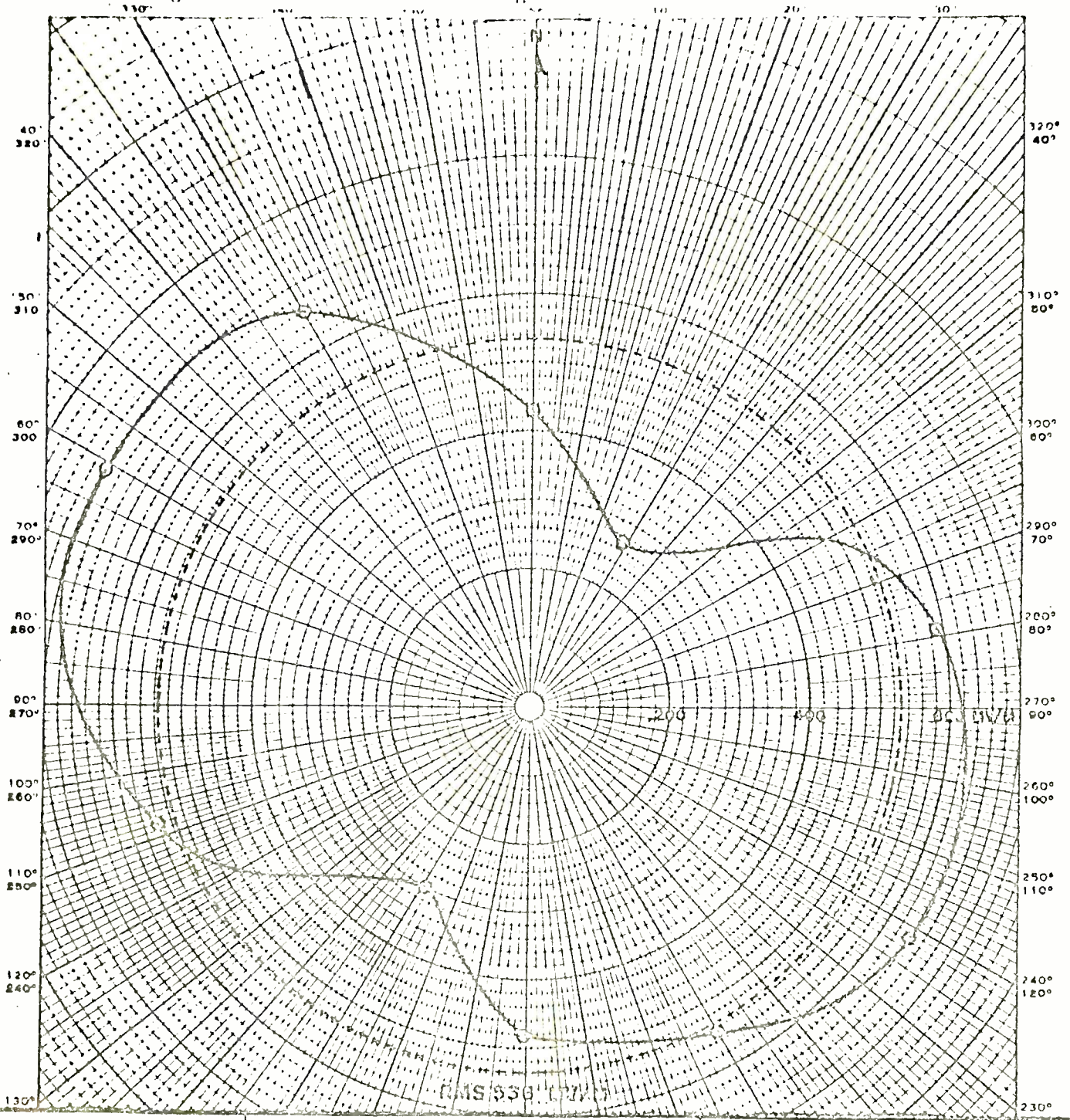
CONTOUR PREPARED BY NBC ALLOCATIONS ENGINEERING, 1-7



MEASURED NIGHT
(9-4-59g)

Station KABC
Los Angeles, California

5kw, DA-N, U
790 KC



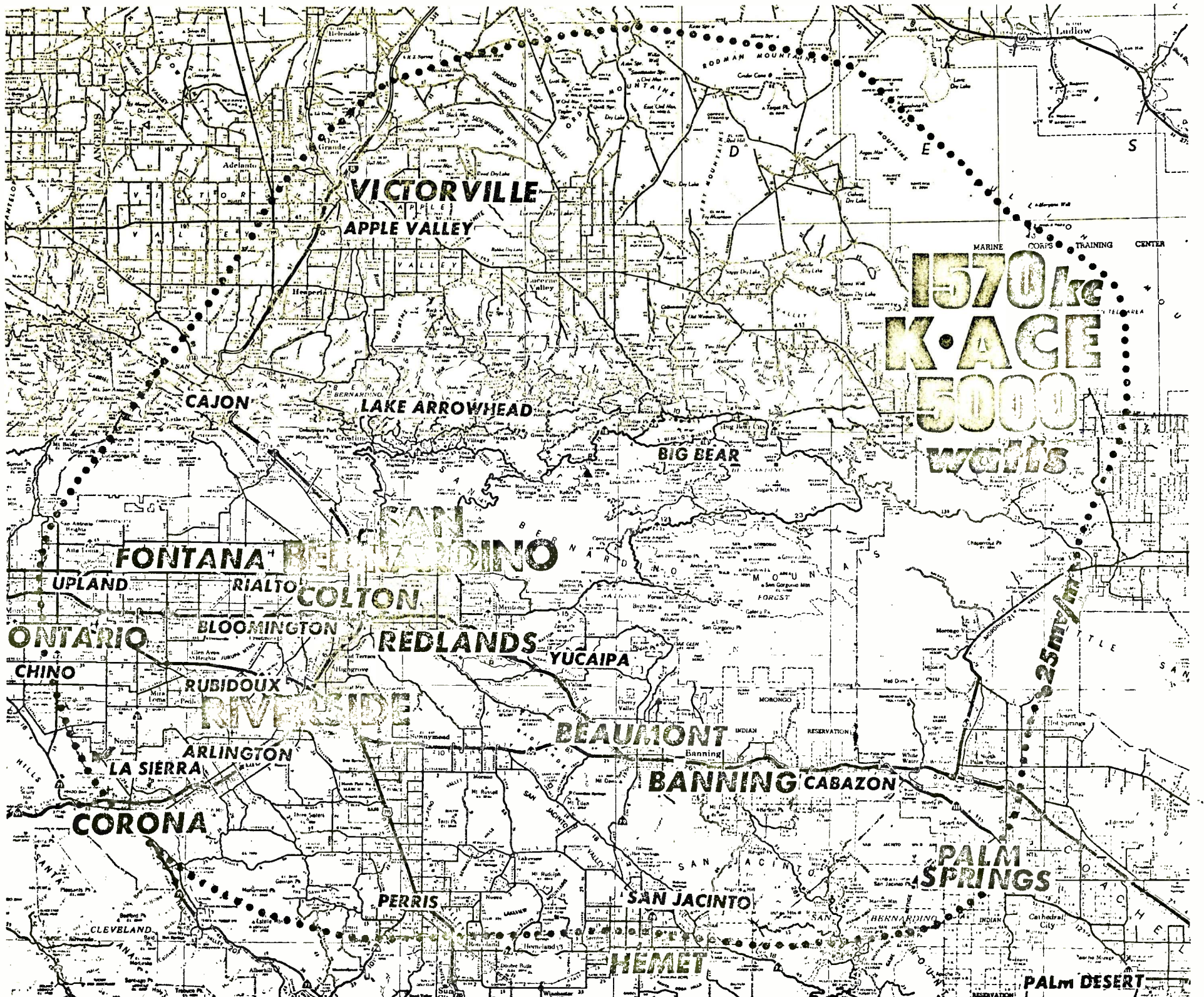
LATITUDE 34° 01' 40"						
LONGITUDE 118° 22' 20"						
ANTENNA NUMBER	AZIMUTH DEG.	SPACING DEG.	PHASING DEG.	FIELD RATIO	I/V/M FOR 1KW	HEIGHT DEG.
A	0	0	0	0.44	195	81
C	119	69.7	180	1.00	206	144

MEASURED
HORIZONTAL PLANE PATTERN
STATION KABC
LOS ANGELES, CALIFORNIA
790 KC 5KW U,DA-N
AMERICAN BROADCASTING CO.
ENGINEERING DEPARTMENT
590706

FCC File No. BL-7586
Accepted 8-27-59

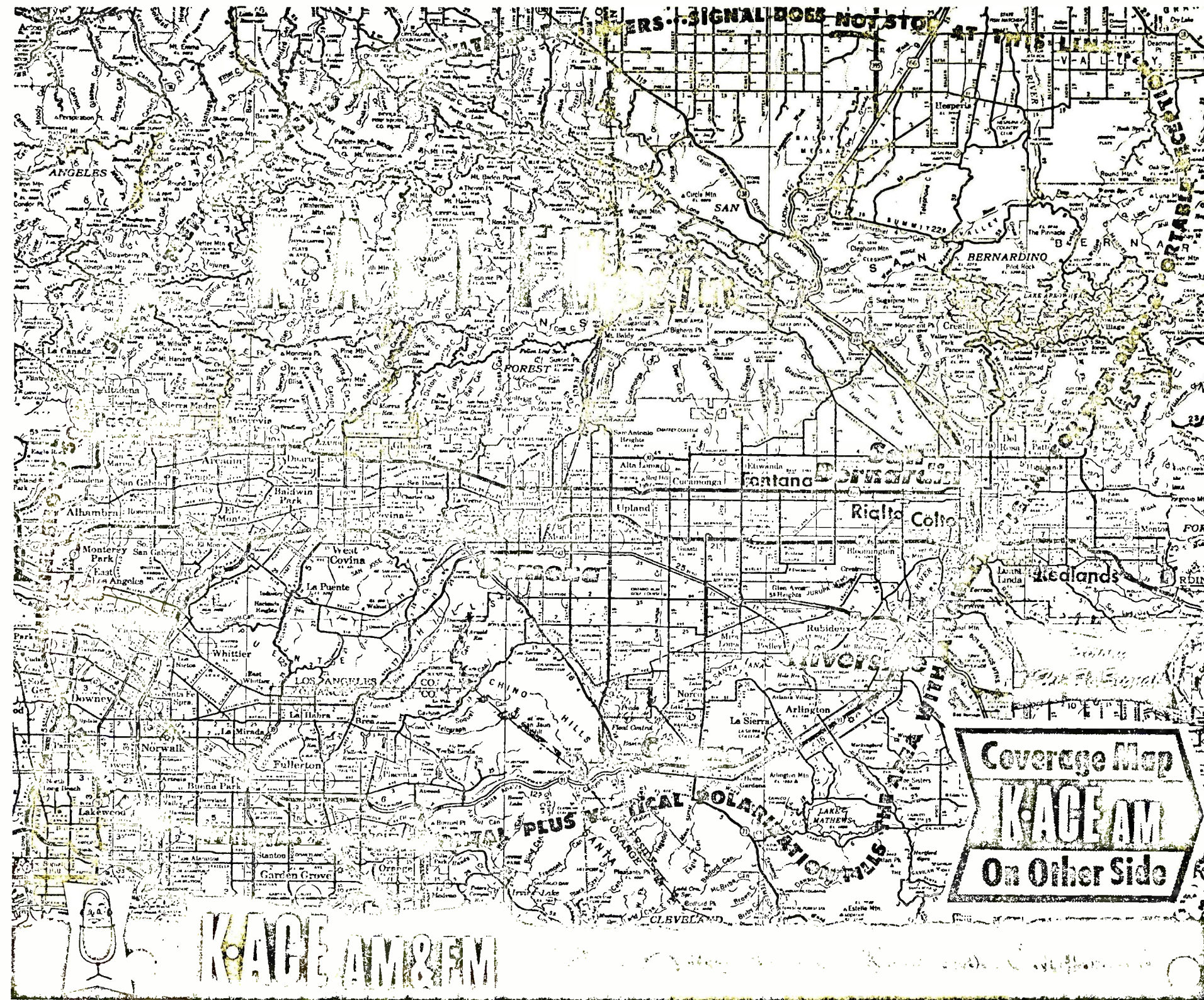
KABC
Los Angeles, California

790 KC



1570 kc
K·ACE
5000
watts

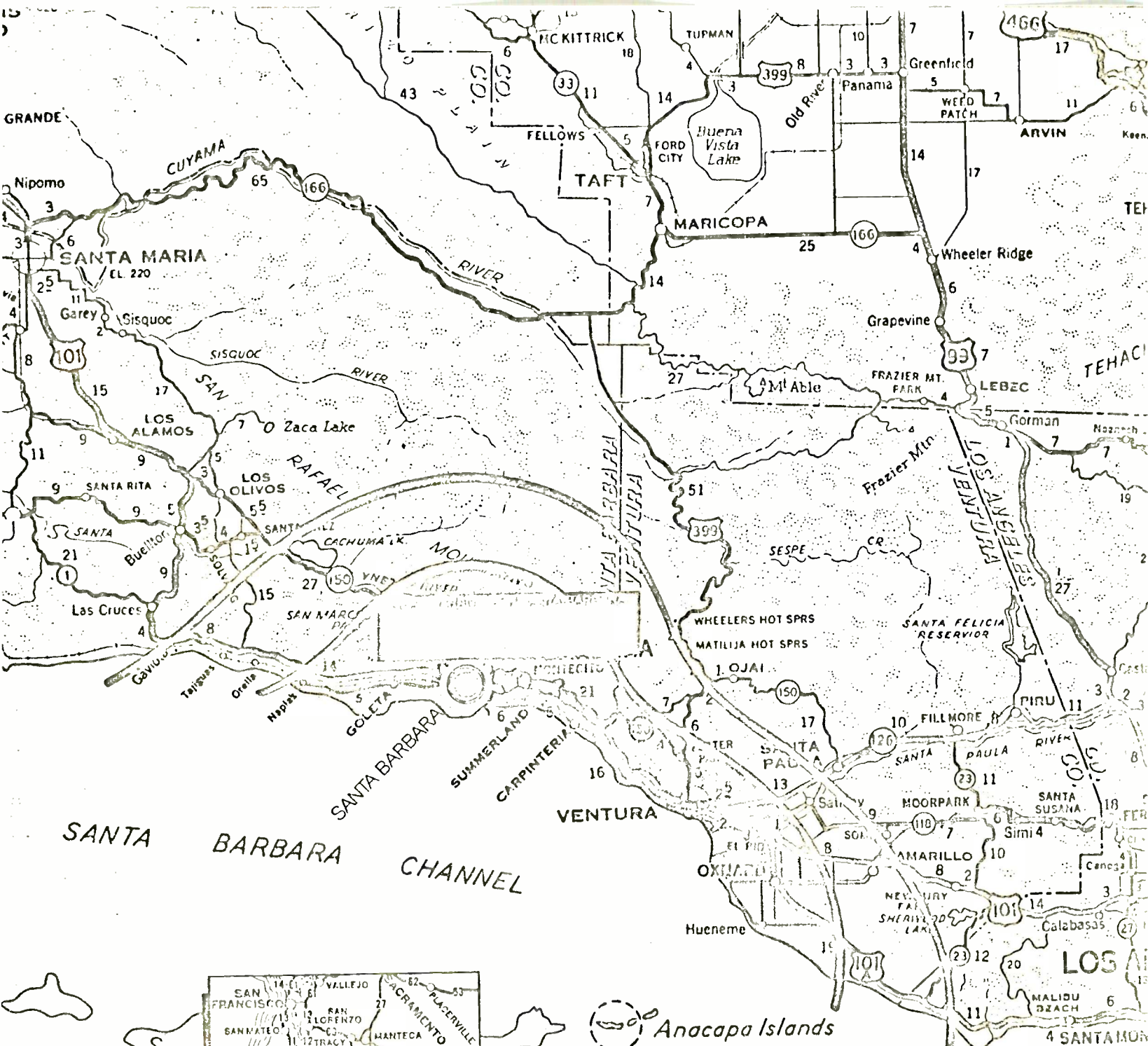
25 MV/MI



SIGNAL DOES NOT STOP

KAGE AM 88.5 FM

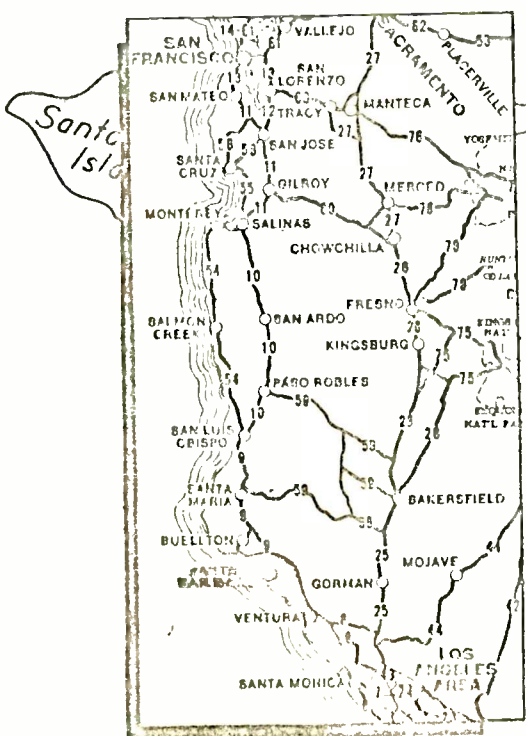
Coverage Map
KAGE AM
On Other Side



SANTA BARBARA CHANNEL

Anacapa Islands

SANTA MONICA BAY



Radio KACL covers a thriving area separated by mountains from other population centers — one of the fastest growing areas in the United States — a rich metropolitan market of coastal California you can't afford to miss!

LOCALLY OWNED AND OPERATED BY THE POTTER-HERMAN BROADCASTING CORPORATION ■ QUALITY RADIO radio KACL dial 1290 ■ SANTA BARBARA, CALIFORNIA

JALCO SALES COMPANY

1000 S. GARDEN ST. SANTA ANA, CALIF. 92705

TEL. 714-241-1111

TELETYPE 714-241-1111

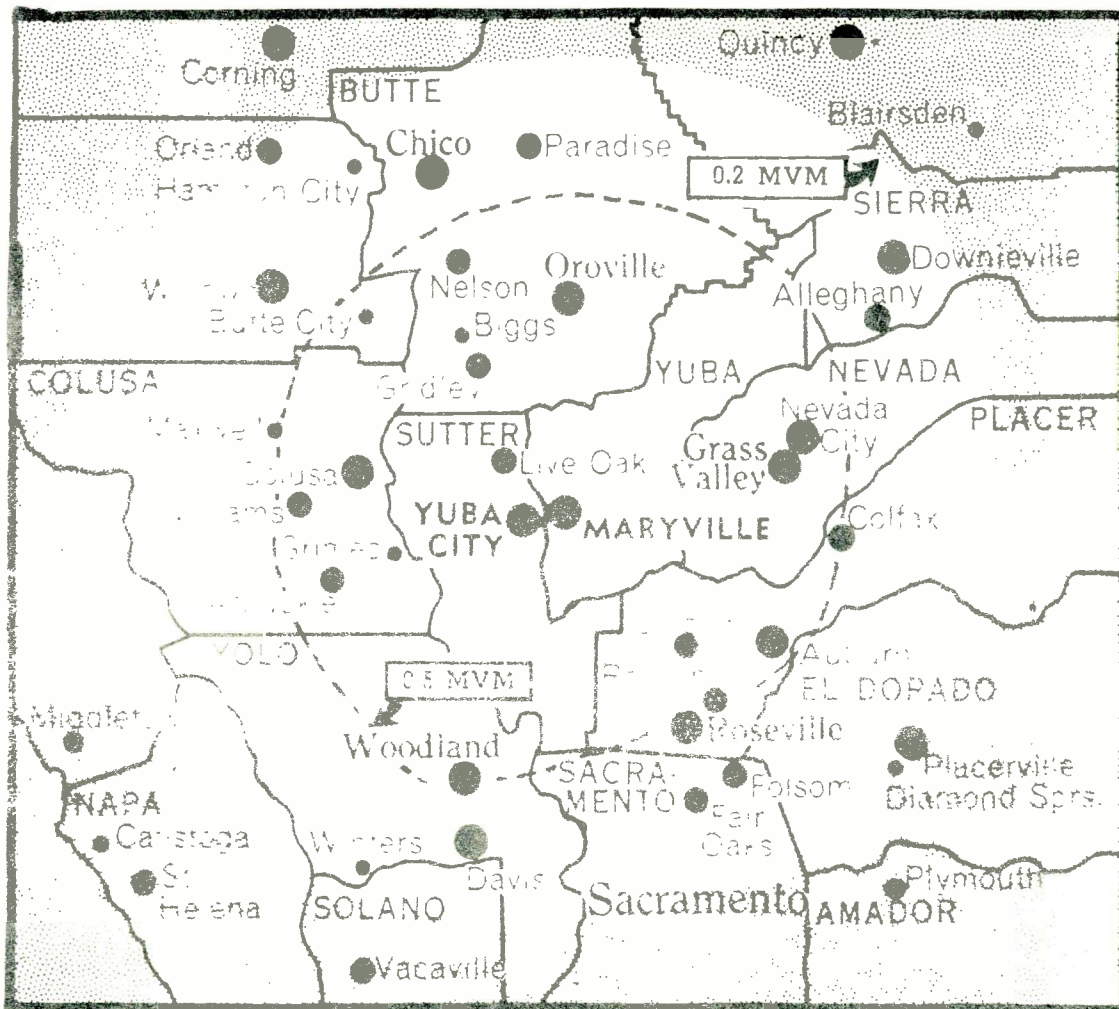
FAX 714-241-1111

WWW.JALCO.COM



THE KACY
50,000-WATT
COVERAGE OF
COASTAL SOUTHERN CALIFORNIA

KAGR Color Radio



There's Always a Good Show on...

KAGR

1450 KC NON-DIRECTIONAL

Channel 145

Member Keystone Network

HOME-owned and operated by
BALLARD & BEHR ENTERPRISES
 Bud B. Ballard, General Manager
 826 Plumas Street
 YUBA CITY, CALIFORNIA

KAGR

YUBA CITY-MARYVILLE, CALIFORNIA

- * Serving Yuba City and Maryville, the Hub Market of the Central Sacramento Valley.
- * Sparkling Programming... Latest AP Wire and Live News Tips in Music and Sales Winning Personality. Whole Produce Program.

1450 KC NON-DIRECTIONAL
 NIGHT & DAY — THE BIG SOUND
 826 Plumas Street
 YUBA CITY, CALIFORNIA

MARKET DATA:

Year	1970	1971	1972
Total Population	1,200,000	1,200,000	1,200,000
Total Households	450,000	450,000	450,000
Total Farms	200,000	200,000	200,000
Total Farm Population	200,000	200,000	200,000
Total Farm Households	70,000	70,000	70,000
Total Farm Radio Homes	7,000	7,000	7,000
Total Farm Passenger Cars	8,300	8,300	8,300
Total Farm Gross Income	\$145,275,000	\$145,275,000	\$145,275,000

RETAIL SALES:

	1970	1971
Total Retail Sales	\$297,358,000	\$297,358,000
Total Wholesale Sales	\$153,215,000	\$153,215,000
Service Trades	\$63,210,000	\$63,210,000
Food Stores	\$4,300,000	\$4,300,000
Drug Stores	\$4,400,000	\$4,400,000
General Merchandise	\$1,200,000	\$1,200,000
Apparel Stores	\$54,000,000	\$54,000,000
Home Furnishings	\$1,200,000	\$1,200,000
Restaurants	\$1,400,000	\$1,400,000
Auto Sales	\$3,250,000	\$3,250,000
Filling Stations	\$18,445,000	\$18,445,000
Farm Stores	\$15,567,000	\$15,567,000
Building Materials	\$23,940,000	\$23,940,000
TOTAL RETAIL SALES	\$297,358,000	\$297,358,000
TOTAL WHOLESALE SALES	\$153,215,000	\$153,215,000
SERVICE TRADES	\$63,210,000	\$63,210,000

FARM DATA:

	1970	1971
Farm Population	28,870	28,870
Farm Households	7,980	7,980
Radio Homes	7,800	7,800
Passenger Cars	8,300	8,300
Gross Farm Income	\$145,275,000	\$145,275,000

SOURCE: United States Census of Population, Housing, Agriculture, Retail Trade, Wholesale Trade, Service Trade, SRDS Consumer Data; REA Farm Survey, RETMA, Association.



FROM RADIO

KAA-AMT

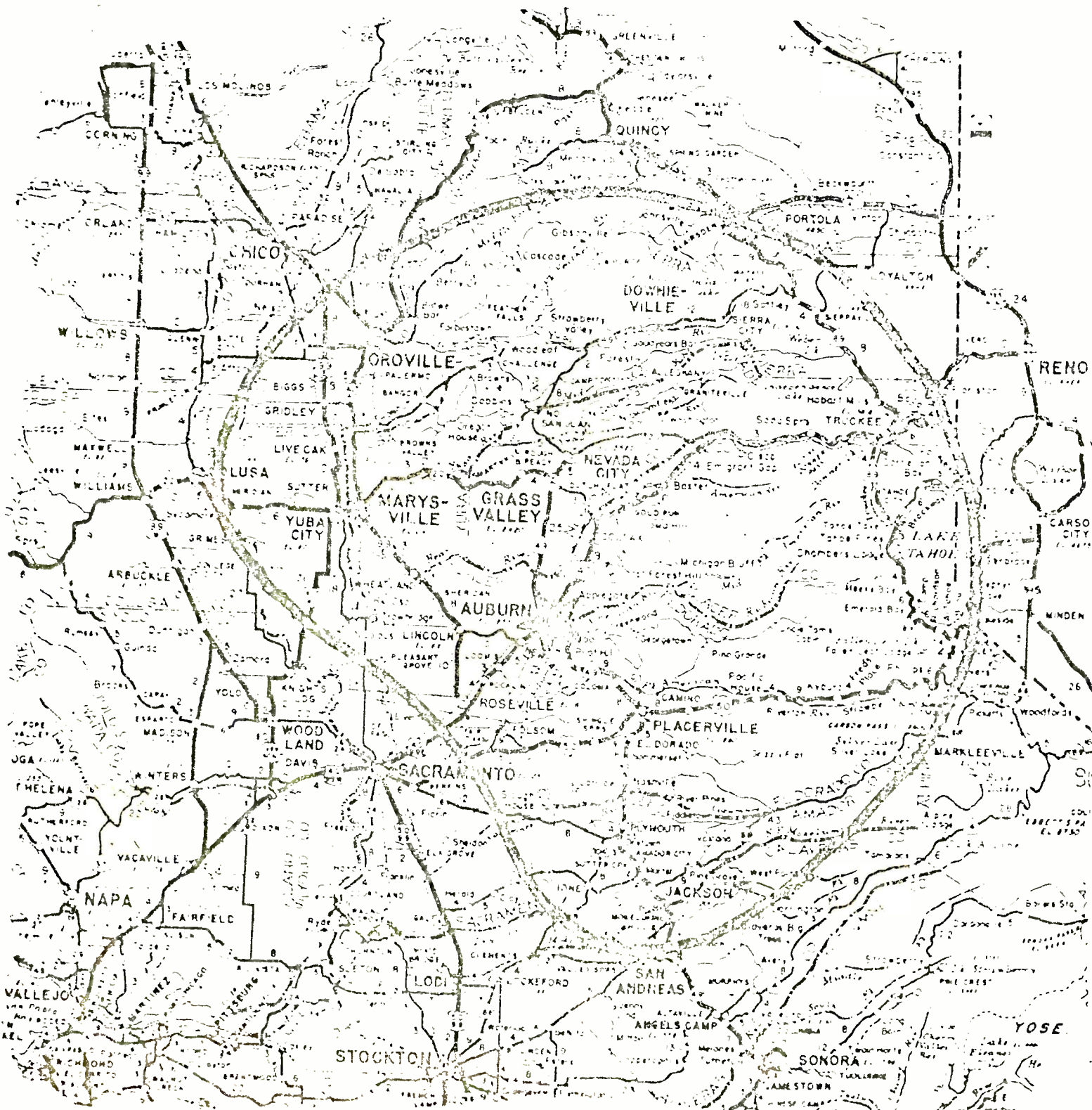
DIAL

950

SERVING THE NORTH CENTRAL SIERRA FOOTHILLS

from AUBURN, CALIFORNIA

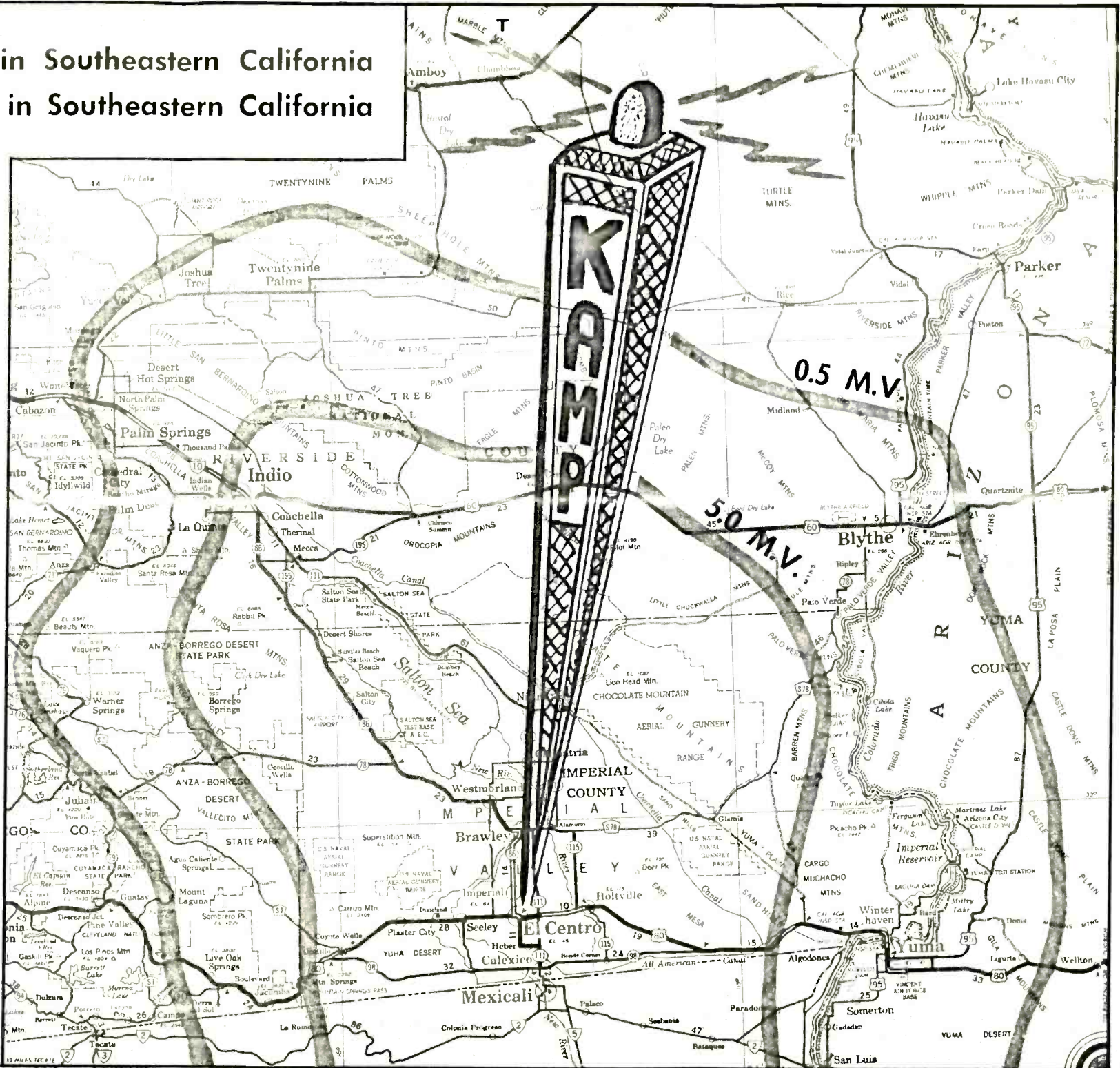
P. O. BOX 950 - PHONE 885-5636



The **BIG VOICE** in Southeastern California
 The **BIG CHOICE** in Southeastern California

1000 WATTS

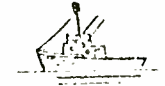
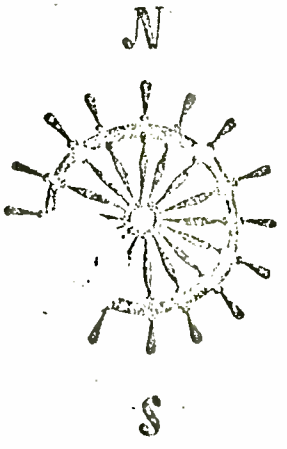
KAMP serves 200,000 people in the Southeastern Valleys of California and Western Arizona, PLUS 200,000 people in Mexico.



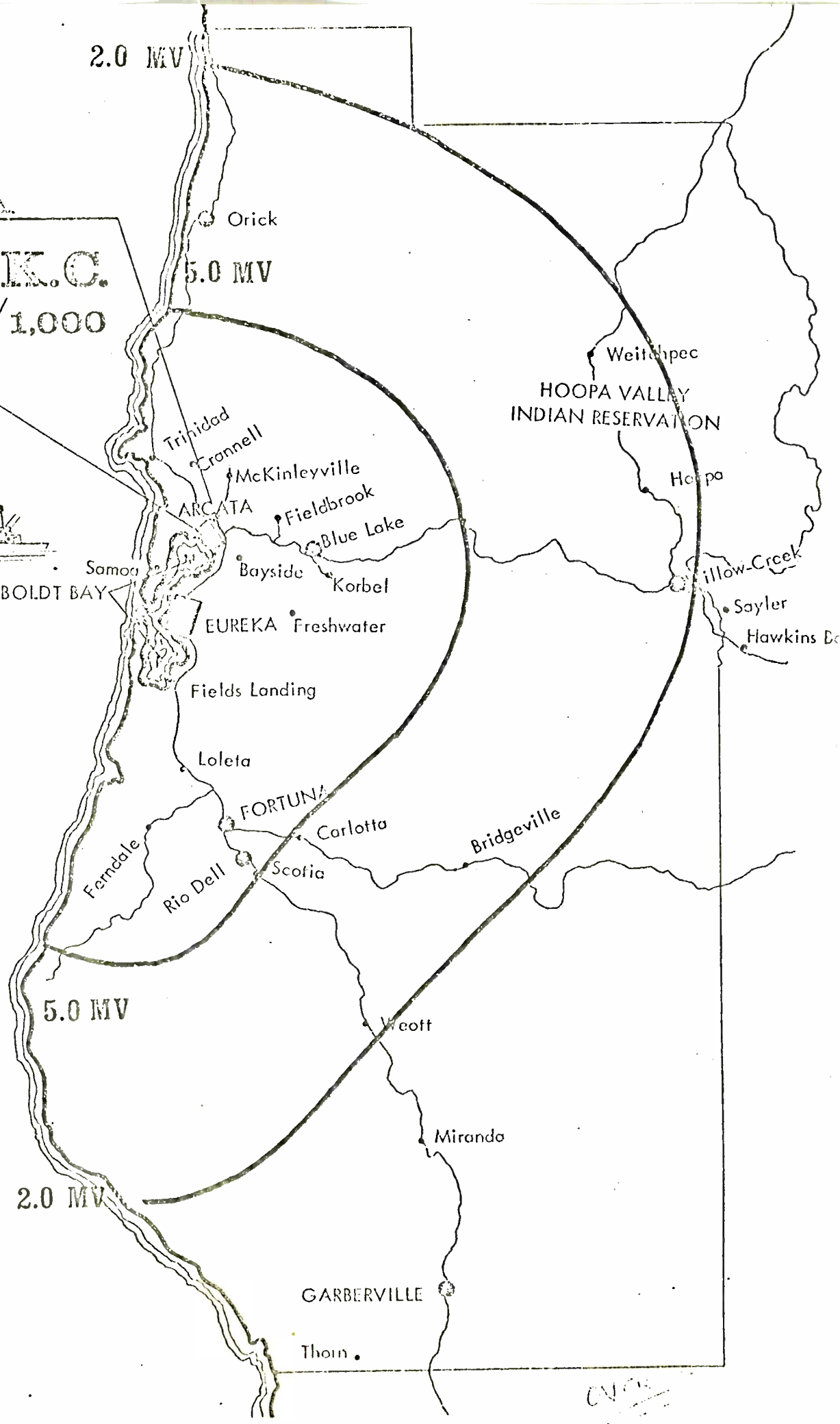
EL CENTRO
 714-352-2277

KATA

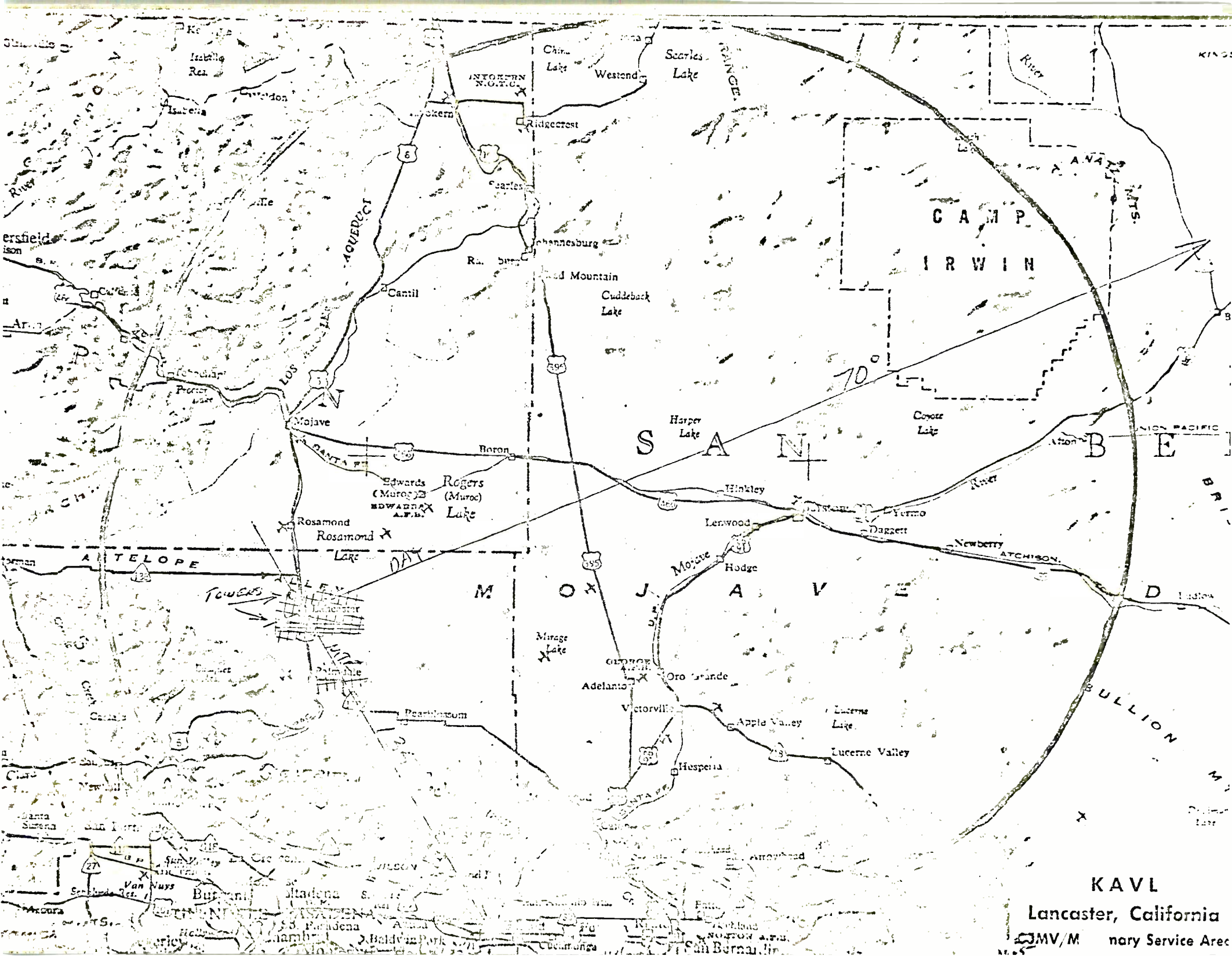
1340-K.C.
250 / 1,000



PACIFIC OCEAN



0205
1/1



CAMP
IRWIN

SAN JOAQUIN VALLEY

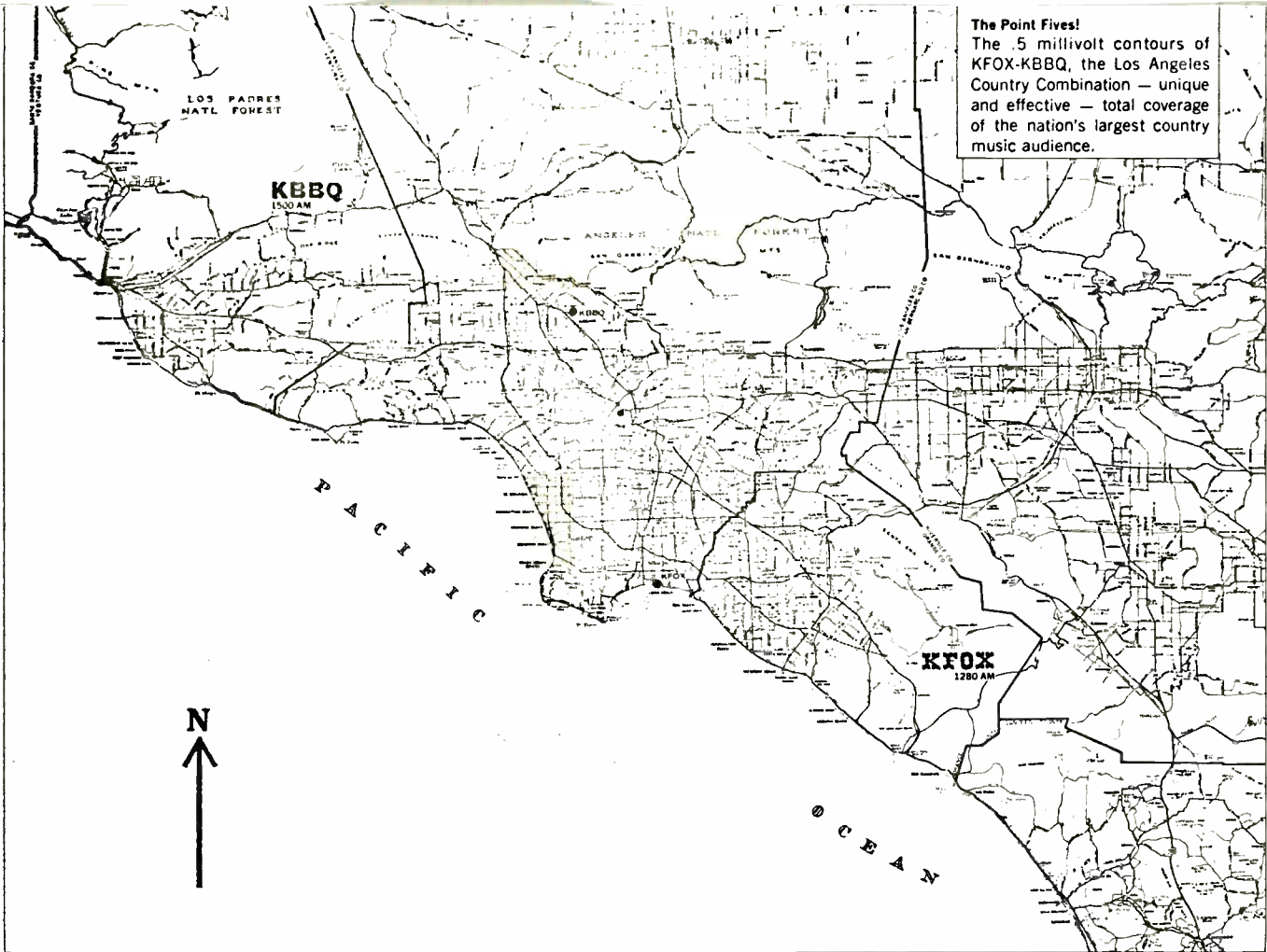
MOJAVE DESERT

KAVL

Lancaster, California

COMV/M Primary Service Area

The Point Fives!
The .5 millivolt contours of
KFOX-KBBQ, the Los Angeles
Country Combination — unique
and effective — total coverage
of the nation's largest country
music audience.



GEN

RATE CARD NO. 3 — EFFECTIVE SEPT. 1, 1967

Pappas Electronics, Inc., Box 444, Tulare, California
93274. Phone 209-686-3406. Visalia 209-734-1370

1. STATION PERSONNEL

President—Mike J. Pappas
Vice Pres. & Gen'l Mgr.—Pete Pappas
Sec'y-Treas.—Harry Pappas

2. NATIONAL REPRESENTATIVES

Grant Webb & Company.

3. FACILITIES

100% power, 1070 kc Non-directional.
Directional antenna 5:30 am to local sunset, PST.

4. AGENCY COMMISSION

15% on time; no cash discount. Bills payable 10th of month following service.

NATIONAL AND LOCAL TIME RATES SAME

Rates effective September 1, 1967. (Card No. 3)

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
10 h	5.75	4.60	156 h	3.50	2.80
13 h	5.50	4.40	260 h	3.25	2.60
16 h	5.00	4.00	520 h	3.00	2.40
52 h	4.50	3.60	1000 h	2.75	2.20
104 h	3.75	3.00			

10-seconds—57% of the 1-minute rate, double the frequency.
20-seconds—takes the 30-second rate, double the frequency.
20-seconds—takes the 30-second rate, double the frequency.
20 30-second spots (full page buy out) (per day for 5 days) 220.00
Bulk Buys—10, 16 and 52 weeks.

7. PACKAGE PLANS

OPERATION SUPER SELL (10-day Saturation Package)

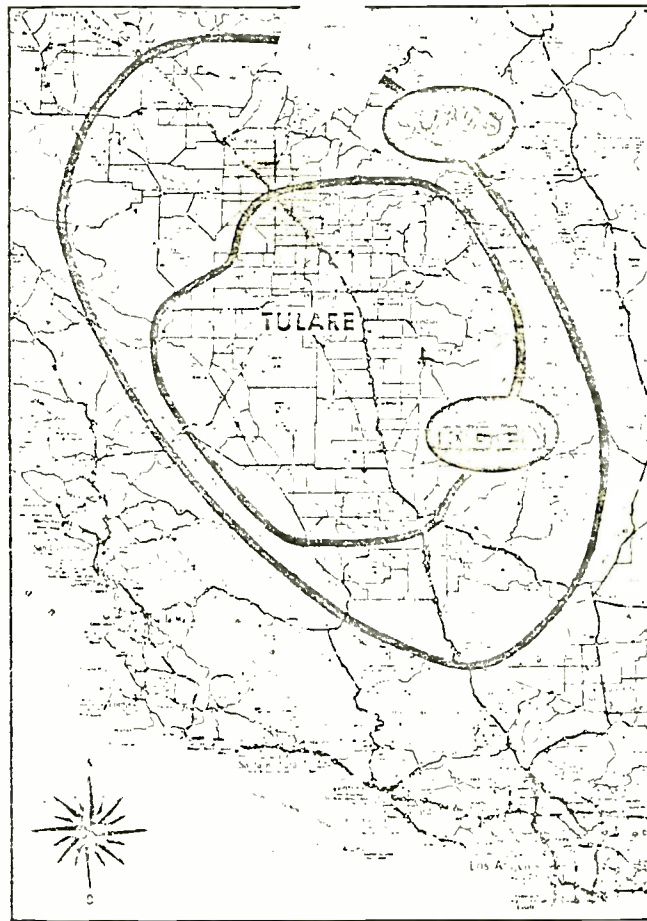
	1 min.	30 sec.		1 min.	30 sec.
10 h	4.50	3.60	50 h	3.50	2.80
20 h	4.25	3.40	70 h	3.00	2.40
30 h	4.00	3.20	100 h	2.75	2.20
40 h	3.75	3.00			

OPERATION SELL OUT (30-day Saturation Package)

	1 min.	30 sec.		1 min.	30 sec.
30 h	4.25	3.40	120 h	3.50	2.80
70 h	4.00	3.20	150 h	3.00	2.40
90 h	3.75	3.00	200 h	2.75	2.20

8. PROGRAM TIME RATES

Times	5 MIN.	10 MIN.	15 MIN.	30 MIN.	60 MIN.
1	7.50	12.50	20.00	30.00	60.00
26	6.75	11.25	18.00	27.00	45.00
52	6.37	10.62	17.00	25.50	42.50
104	6.00	10.00	16.00	24.00	40.00
156	5.62	9.37	15.00	22.50	37.50
260	5.25	8.75	14.00	21.00	35.00



COMBINATION RATE

5. GENERAL ADVERTISING

Combination Buys on KGEN and KBOS

If a two station buy is made at the same time on both stations, both schedules can be combined for an earned rate discount. This applies for announcements and programs. Two or more program units may be combined to earn the applicable unit rate if broadcast on the same day for the same sponsor. Announcements cannot be combined with programs to earn discounts. However, the greatest discount earned by either applies to the other.

Simulcast News on KGEN and KBOS

All 5-minute and expanded newscast through-out the daytime hours are carried on both radio stations. If an account desires to purchase a program participation, the following applies: figure the earned program rate and then add 50 percent; this will offer you two stations with two distinct types of audiences to reach.



RATE CARD NO. 3 — EFFECTIVE SEPT. 1, 1967

Pappas Electronics, Inc., Box 444, Tulare, California
93274. Phone 209-686-3406. Visalia 209-734-1370

1. STATION PERSONNEL

President—Mike J. Pappas
Vice Pres. & Gen'l Mgr.—Pete Pappas
Sec'y-Treas.—Harry Pappas

2. NATIONAL REPRESENTATIVES

Grant Webb & Company.

3. FACILITIES

Stereo maximum power. Class B. (500kw) non vert. antenna height on Blue-ridge Mt. 5,600 ft. above sea level.

4. AGENCY COMMISSION

15% on time; no cash discount. Bills payable 10th of month following service.

NATIONAL AND LOCAL TIME RATES SAME

Rates effective September 1, 1967. (Card No. 3)

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
10 h	5.75	4.60	156 h	3.50	2.80
13 h	5.50	4.40	260 h	3.25	2.60
26 h	5.00	4.00	520 h	3.00	2.40
52 h	4.50	3.60	1000 h	2.75	2.20
104 h	3.75	3.00			

10-seconds—50% of the 1-minute rate, double the frequency.
20-seconds—takes the 30-second rate, double the frequency.
20 30-second spots (full page buy out) (per day for 5 days) 220.00
Bulk Buys—13, 26 and 52 weeks.

7. PACKAGE PLANS

OPERATION SUPER SELL (10-day Saturation Package)

	1 min.	30 sec.		1 min.	30 sec.
10 h	4.50	3.60	50 h	3.50	2.80
20 h	4.25	3.40	70 h	3.00	2.40
30 h	4.00	3.20	100 h	2.75	2.20
40 h	3.75	3.00			

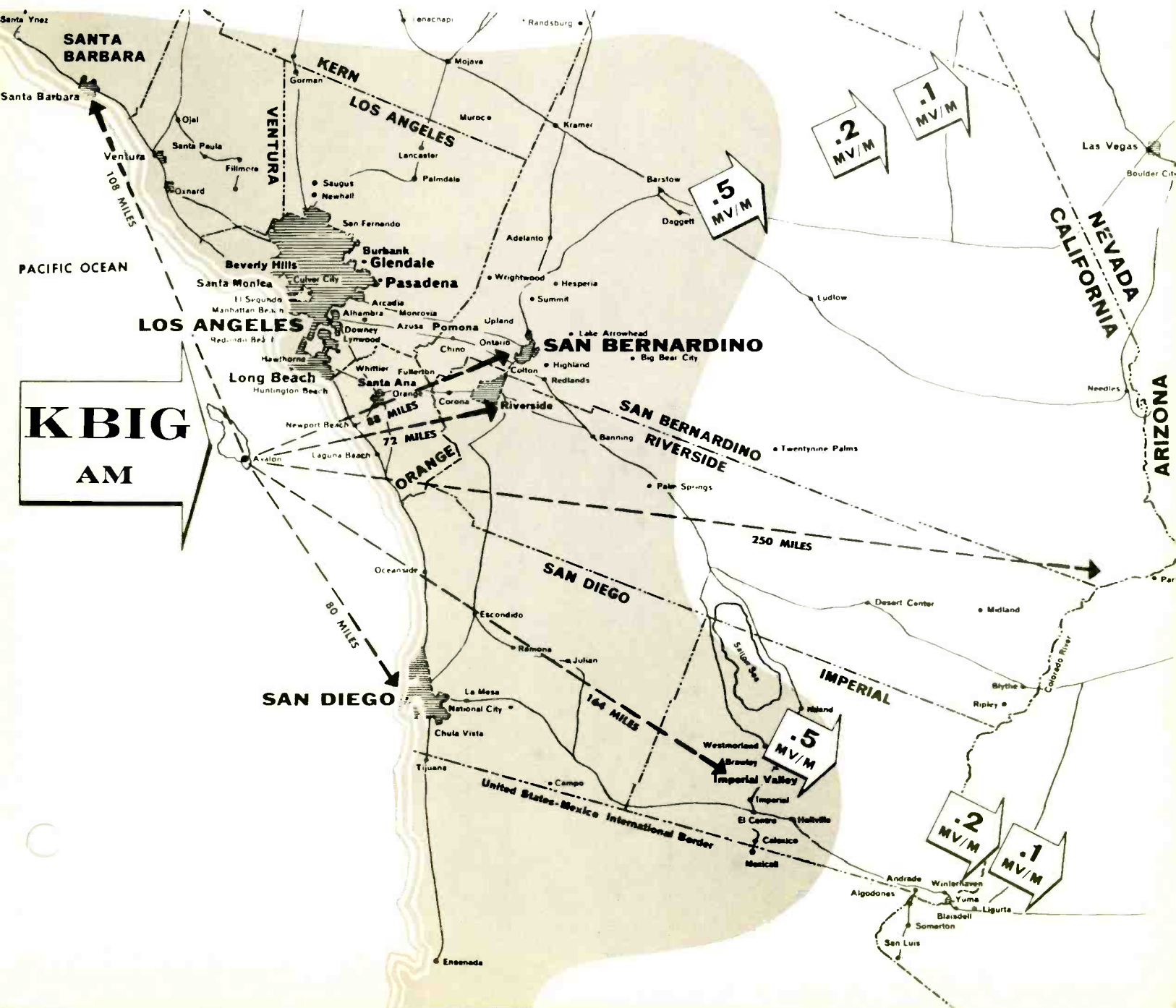
OPERATION SELL OUT (30-day Saturation Package)

	1 min.	30 sec.		1 min.	30 sec.
30 h	4.25	3.40	120 h	3.50	2.80
60 h	4.00	3.20	150 h	3.00	2.40
90 h	3.75	3.00	200 h	2.75	2.20

8. PROGRAM TIME RATES

Times	5 MIN.	10 MIN.	15 MIN.	30 MIN.	60 MIN.
1	7.50	12.50	20.00	30.00	60.00
26	6.75	11.25	18.00	27.00	45.00
52	6.37	10.62	17.00	25.50	42.50
104	6.00	10.00	16.00	24.00	40.00
156	5.62	9.37	15.00	22.50	37.50
260	5.25	8.75	14.00	21.00	35.00

KBIG-AM's coverage of Southern California's eight counties is unequalled by any other radio station (FCC Findings of Fact). KBIG's combination of excellent coverage of San Diego county's 335,000 households with exceptional coverage of San Bernardino's and Riverside's 268,000 households is matched by only one of the 50 kw stations.



KBLC

Lakeport, Calif.

CLEARLAKE . . . California's largest natural lake, is home for 20,000 permanent residents . . . PLUS 100,000 summer visitors.

VACATIONERS love the Big Band Sound of KBLC Radio's middle-of-the-road music format . . . and localites depend on KBLC's daily news services . . . two full-time newsmen cover the local scene, local sports and community activities.

500 Watts
1270 Radio

STUDIOS in both Lakeport (county seat) and in Clearlake Highlands . . . puts KBLC Radio in easy access of the entire county . . . special "pre-sunrise" hours serve the rich farmlands audience of Lake County.

KBLC RADIO, a member of the Voice of California Agricultural Network.

KBLC Spot Rates:

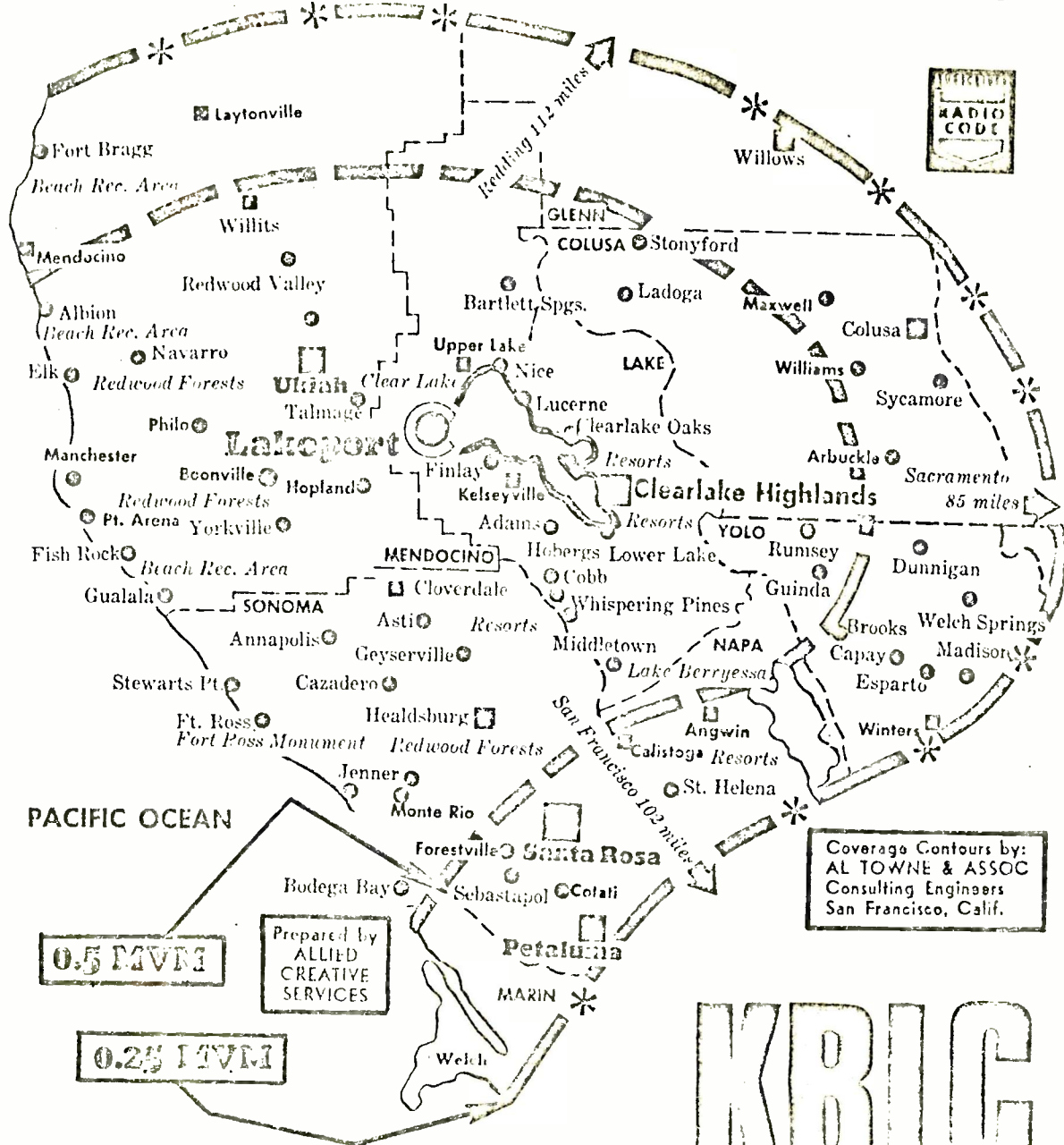
Times	60 sec.	30 sec.
10	\$5.00	\$4.00
15	4.75	3.75
20	4.50	3.50
25	4.25	3.25
30	4.00	3.00

(Other rates by request)

KBLC RADIO is affiliated with KTIM Radio Marin for direct-hookup to San Francisco Bay Area events.

Nationally Represented by:
SANDEBERG-GLENN ASSOC

Clearlake - Northern California's Recreation Center



0.5 MVM

0.25 MVM

Prepared by
ALLIED
CREATIVE
SERVICES

Coverage Contours by:
AL TOWNE & ASSOC
Consulting Engineers
San Francisco, Calif.

Market Data:

	0.5 MVM Coverage	0.25 MVM Coverage
Population	249,700	465,200
Households	79,360	144,770
AM Radio Homes	77,780	141,880
Spendable Income	\$591,657,000	1,330,462,000
Total Retail Sales	\$398,136,000	720,035,000
Food Stores	\$100,846,000	189,443,000
Drug Stores	\$ 14,743,000	27,795,000
Gen'l Merchandise	\$ 32,421,000	56,795,000
Apparel Stores	\$ 21,089,000	36,088,000
Home Furnishings	\$ 18,928,000	33,591,000
Automotive Sales	\$ 76,979,000	139,958,000
Service Stations	\$ 34,733,000	63,135,000
Auto Ownership	118,450	221,170
Farm Population	20,700	27,900
Farm Households	5,175	6,975
Gross Farm Income	\$101,294,000	198,851,000

SOURCE: SRDS Consumer Data 1968.

KBLC

RADIO

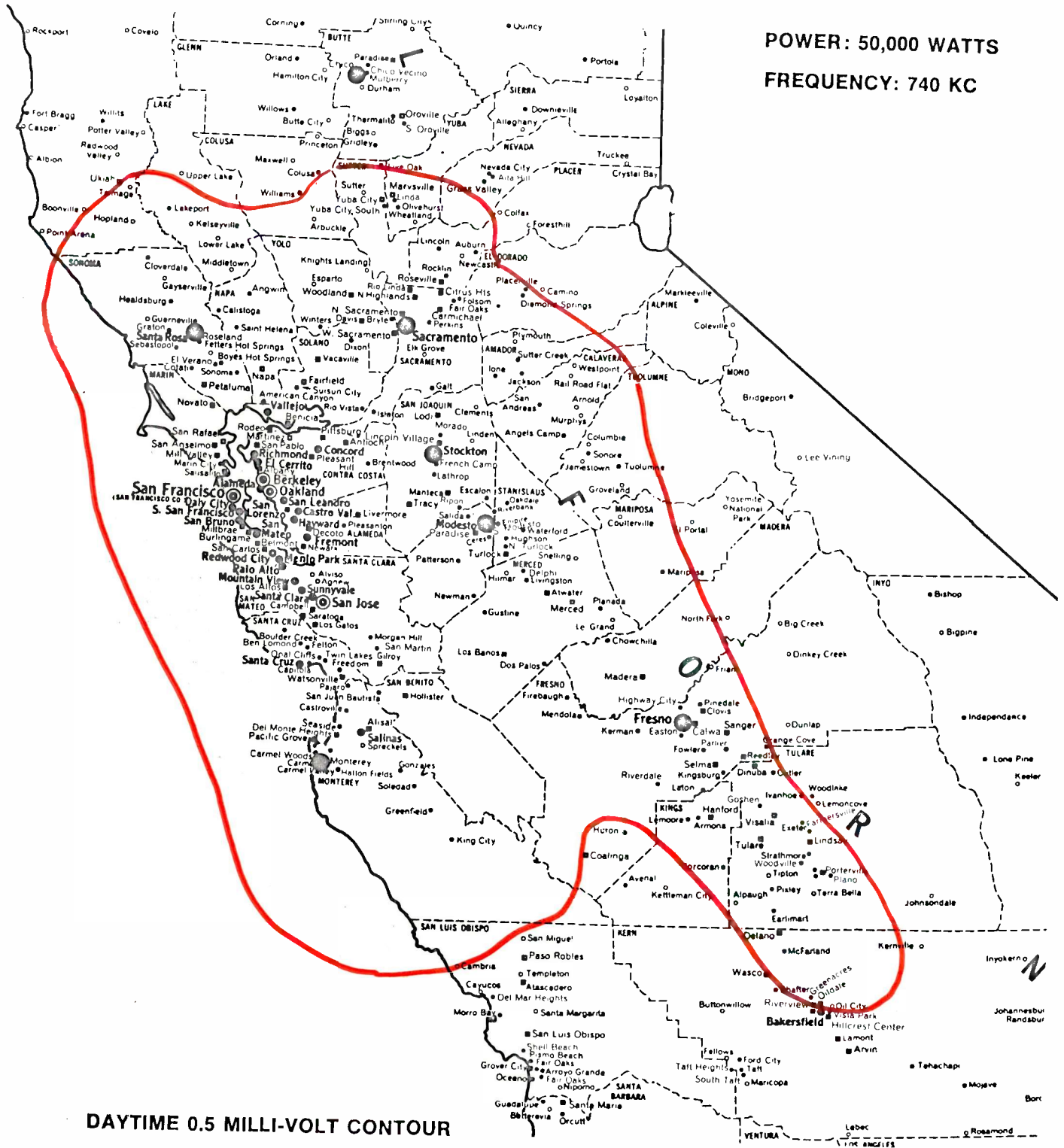
The Voice of Beautiful
LAKE COUNTY, CALIFORNIA

500 Watts
1270 Radio

Lake County
Broadcasting Company
Richard Turner, Station Mgr.
405 N. Main Street
Phone 707 - 253-6113
Lakeport, Calif.

Zipcode 95453

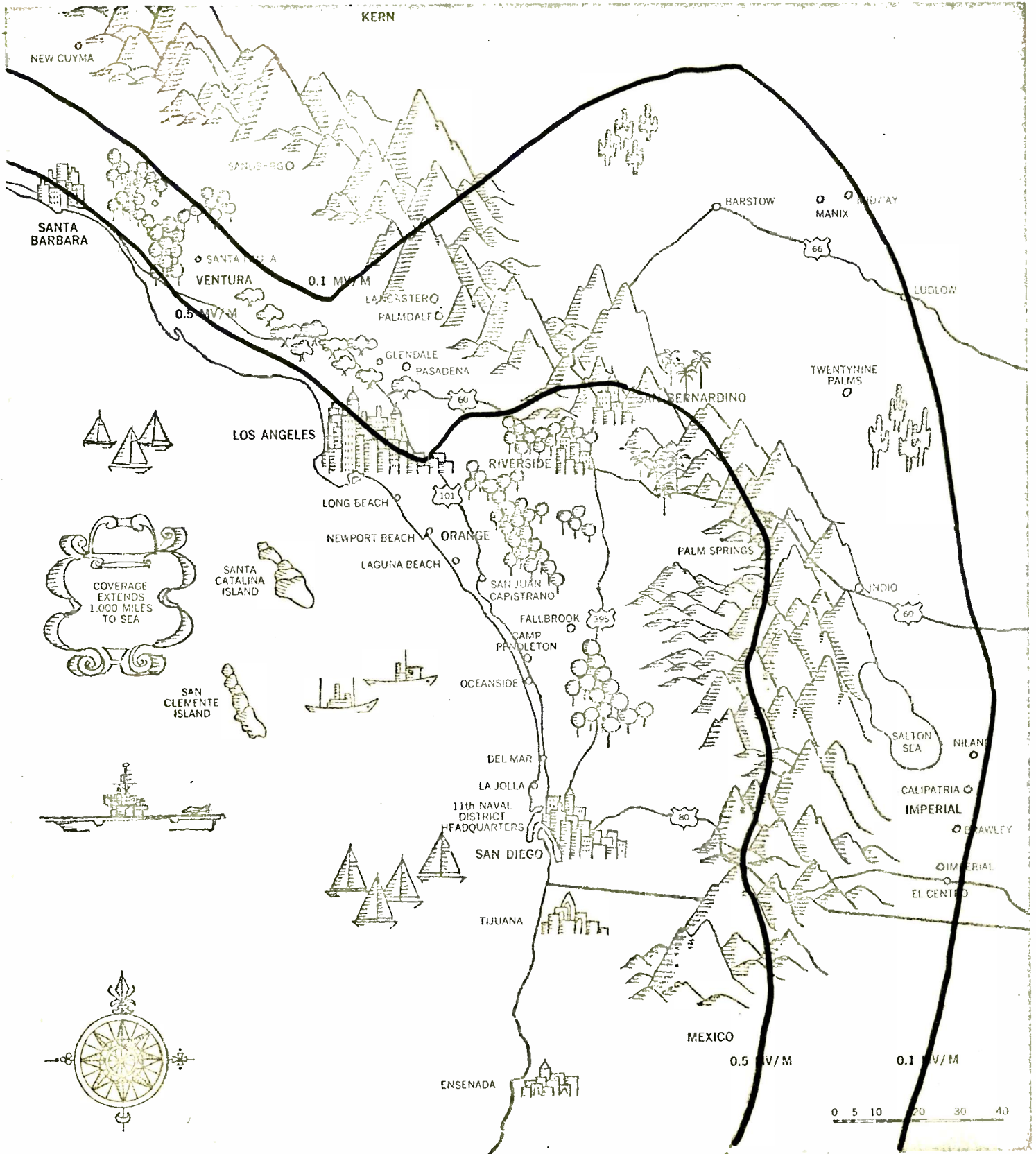
POWER: 50,000 WATTS
FREQUENCY: 740 KC



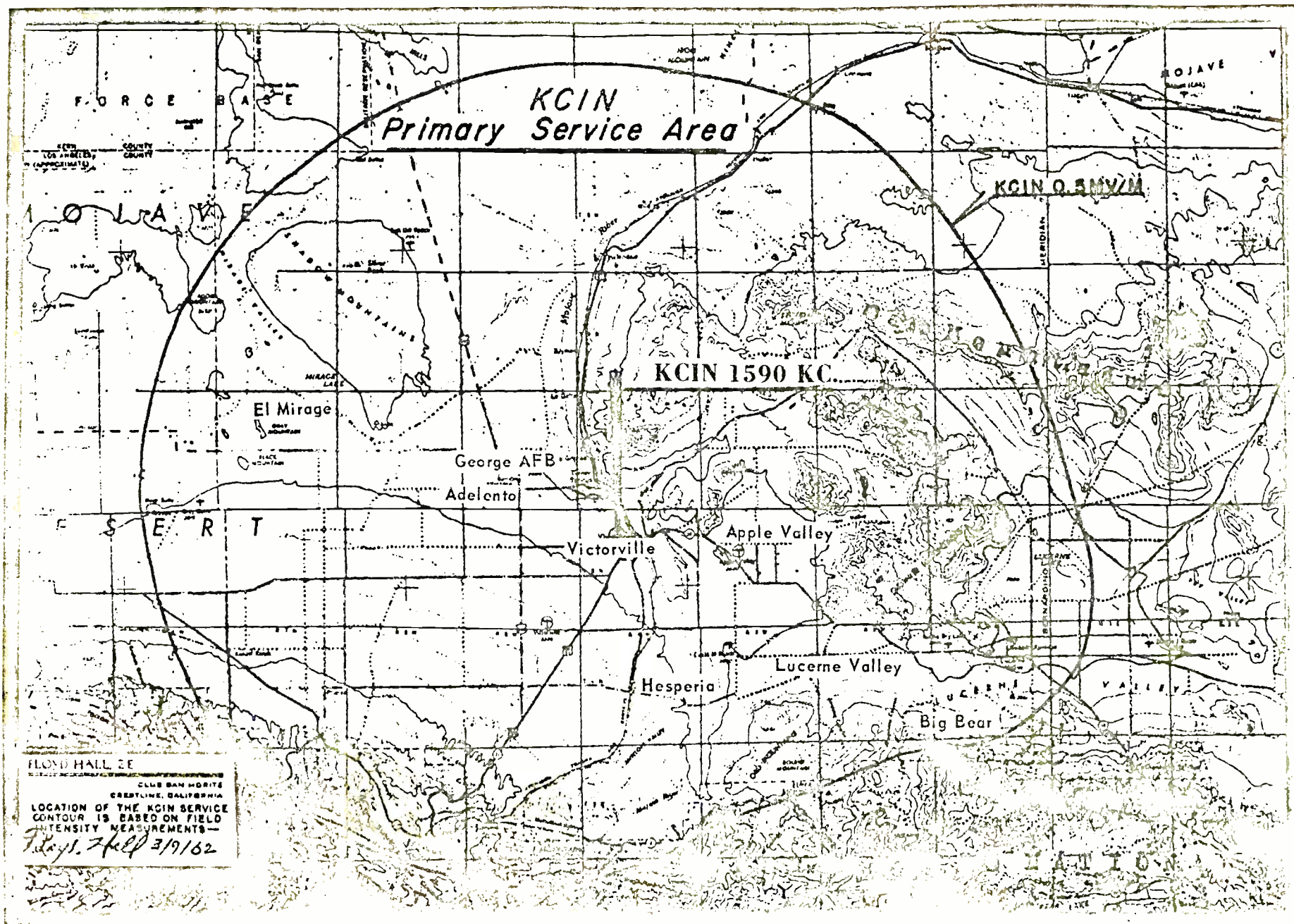
DAYTIME 0.5 MILLI-VOLT CONTOUR

A BARTELL BROADCASTERS INC. STATION / REPRESENTED NATIONALLY BY BLAIR RADIO

COVERAGE MAP: DAYTIME CONTOUR



OUR COVERAGE AREA...



Primetime Publicizers

YOUR MARKET AREA!

RAD
 IS
 EVER
 WHE

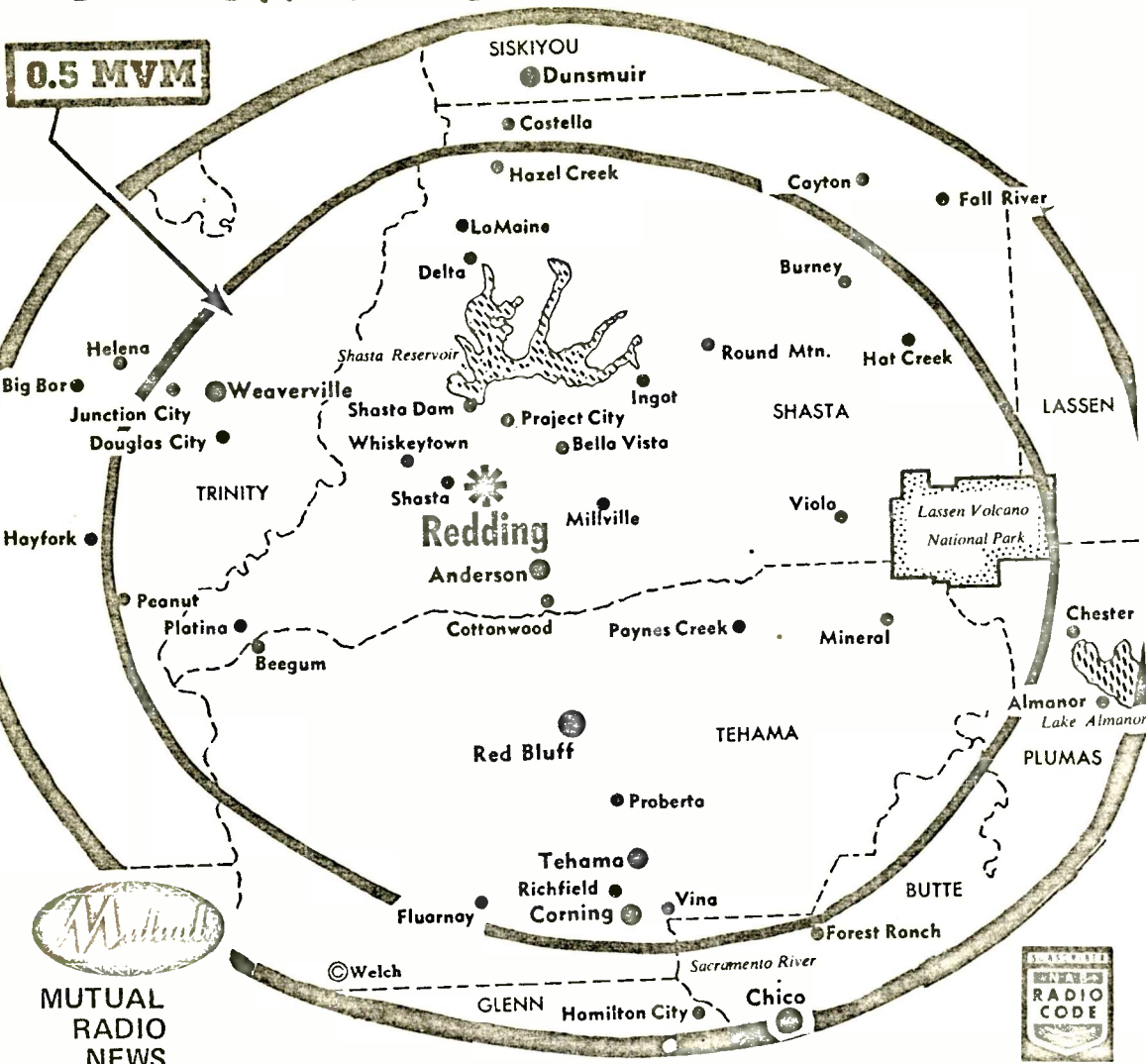
LIVING R
 AUTO
 KITCH
 DEN
 BEDRO
 RESTAUR
 PATIO
 STOR
 TRACT
 BOAT
 AIRPLA
 BARN
 FACTOR
 BEACH
 SHOP
 MOTE
 GARAG
 RESO
 TRUC
 HOTE
 GAS STA

LISTEN V
 YOU W

Radio serves an
 without interfe
 other acti
 No other adverti
 has this fle.

The 'TOWNE & COUNTRY SOUND' around GO-TOWN, USA

0.5 MVM



THIS IS REDDING — the city in the center of the Shasta Cascade Wonderland. Served by Pacific Air Lines, the Southern Pacific Railroad and Interstate Highway 5 — it is the hub of booming Shasta County.

REDDING is the Gateway to a Vacation-Recreation wonderland in the Sacramento River Valley — huge Shasta Lake, Burney Falls State Park, Lassen National Park, Mount Shasta Ski Bowl and National Recreational Area, Clair Engle Lake, the Lava Beds National Monument, historic Weaverville, the Lake Shasta Caverns — and the fisherman's and hunter's paradise!

REDDING is the home of the ultramodernistic Shasta Junior College, on its own 400-acre campus, with 4,000 students.

SHASTA COUNTY has 63 industries, the most prominent being lumbering products with such giants as Kimberly-Clark and U. S. Plywood Corporation. Calaveras Cement Co., with its huge production facilities — while other industries include meat packers, fruit and vegetable packers, steel fabricators, plastics, boats, electronics parts and a booming dairy products industry.

SHASTA COUNTY's second largest industry - Agriculture - grosses a multi-million-dollar annual value, with more than 600,000 acres in production — livestock, poultry, nurseries, orchards, grains, vegetable crops and apiaries.

THE THREE R's — western style, that is Redding! with a festive atmosphere, home of gala rodeos, cowboy feasts, the county fair, the bull market, horse shows, 4-H Club events — and KCLM Radio.

National Representative:
J. A. LUCAS & CO.
In Portland-Seattle:
SIMPSON ASSOCIATES

KCLM

radio

Redding's "Modern Country" formatted station - Billboard's Top 75 Country List - played by four leading DJs.

1330 KC

5000 WATTS

6 A M to Sunset
Carl R. McConnell, President
Ray E. Grant, General Manager
P. O. Box 2378
Phone (916) 246-1330
Redding, California
96001

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	133,760	253,890
Households	39,840	76,830
Radio Homes	38,880	74,930
Auto Ownership	49,120	98,110
Farm Population ...	8,120	16,780
Spendable Income ...	\$253,577,000	488,889,000
Total Retail Sales ...	\$208,494,000	403,992,000
Food Stores	\$ 50,129,000	103,925,000
Drug Stores	\$ 8,821,000	15,773,000
Department Stores ...	\$ 29,215,000	39,218,000
Apparel Shops	\$ 08,515,000	15,993,000
Homefurnishings ...	\$ 9,627,000	15,903,000
Auto Dealers	\$ 40,184,000	78,929,000
Service Stations	\$ 29,222,000	48,920,000
Gross Farm Income ..	\$ 33,992,000	95,920,000
Source: SRDS Consumer Data ©		

Prepared by: **RADIO** Unlimited
Pueblo, Colorado

WEEKLY SATURATION PACKAGES			
No. Times	60 seconds	30 Seconds	10 Seconds
1	\$6.50	\$5.00	\$3.25
10	\$6.00	\$4.50	\$3.00
15	\$5.50	\$4.00	\$2.75
20	\$5.00	\$3.75	\$2.50
25	\$4.50	\$3.50	\$2.25
30	\$4.25	\$3.25	\$2.10
50	\$4.00	\$3.00	\$2.00

RADIO OK

KC 1270

MUTUAL BROADCASTING SYSTEM

5000 WATTS

FREQUENCY			
No. Times	60 seconds	30 Seconds	10 Seconds
1	\$6.50	\$5.00	\$3.25
13	\$6.00	\$4.50	\$3.00
26	\$5.00	\$3.75	\$2.50
52	\$4.75	\$3.60	\$2.40
104	\$4.50	\$3.25	\$2.25
156	\$4.25	\$3.20	\$2.10
260	\$4.00	\$3.00	\$2.00
312	\$3.75	\$2.80	\$1.90
500	\$3.50	\$2.50	\$1.75
1000	\$3.00	\$2.25	\$1.50

P. O. Box 119, Tulare, California 93274
 Tulare 686-2866 Area 209 Visalia 732-3750

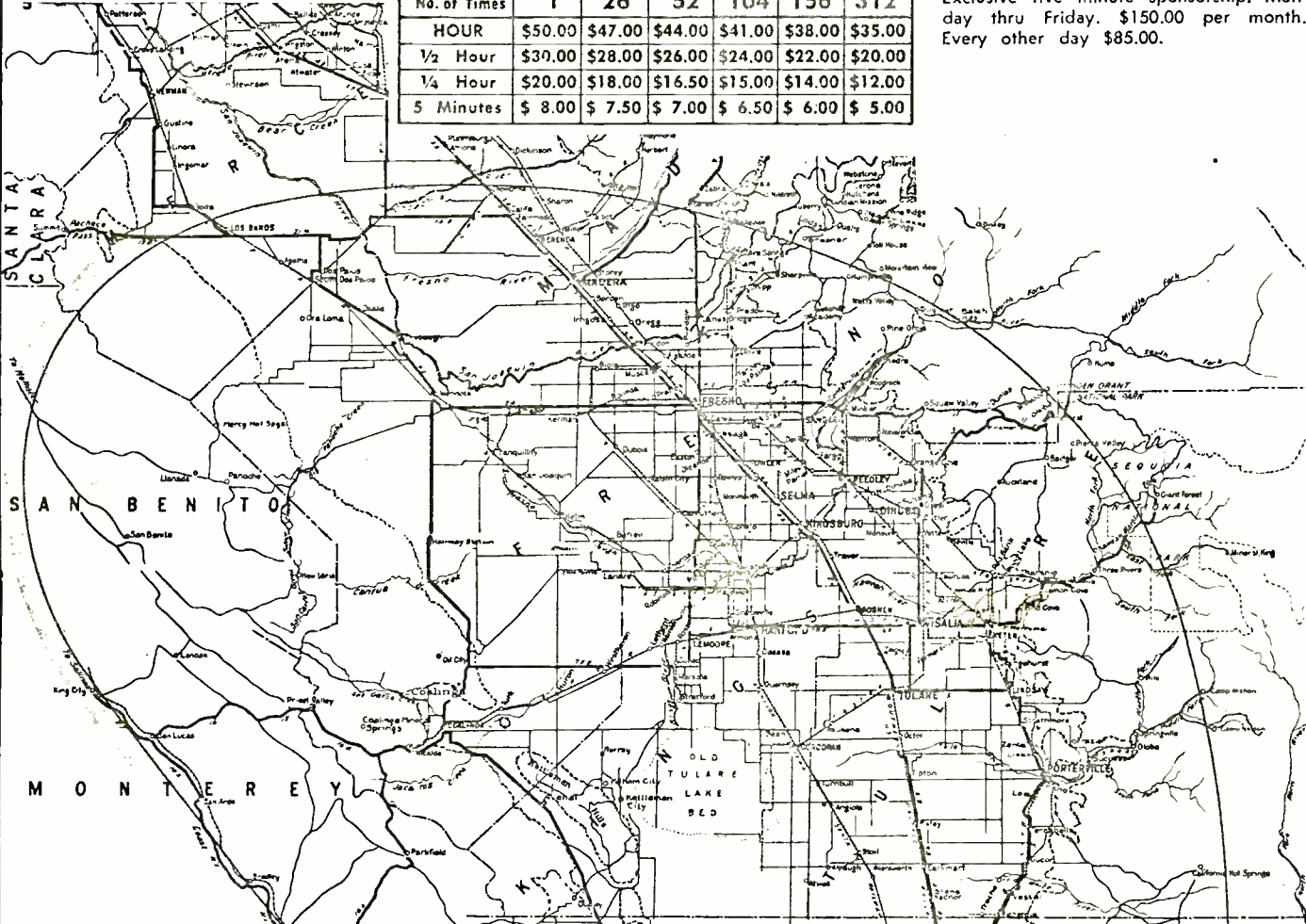
AA TIME
 6:30-9:00 AM
 12 PM-1 PM
 5:00-6:30 PM

FLAT RATE
 60"—\$6.00
 30"—\$4.50
 10"—\$3.00

PROGRAM SEGMENTS						
No. of Times	1	26	52	104	156	312
HOUR	\$50.00	\$47.00	\$44.00	\$41.00	\$38.00	\$35.00
1/2 Hour	\$30.00	\$28.00	\$26.00	\$24.00	\$22.00	\$20.00
1/4 Hour	\$20.00	\$18.00	\$16.50	\$15.00	\$14.00	\$12.00
5 Minutes	\$ 8.00	\$ 7.50	\$ 7.00	\$ 6.50	\$ 6.00	\$ 5.00

KEN CLIFFORD LOCAL NEWS

Exclusive five minute sponsorship. Monday thru Friday. \$150.00 per month. Every other day \$85.00.



ELBERT H. DEAN Radio Engineer
 5226 NO. TEILMAN AVE.
 PHONE SAIDWIN 7-6322
 FRESNO, CALIFORNIA

This will certify that the attached map represents the measured daytime .5MV/M contour of Radio Station KCOK, Tulare, California.

Elbert H. Dean
 Elbert H. Dean

Subscribed and sworn to before me this 22nd of July 1963.

Elizabeth J. Scuderi
 Notary Public Elizabeth J. Scuderi

NATIONAL REPRESENTATIVES
 Sandeberg Company - San Francisco
 Harlan G. Oakes & Associates - Los Angeles
 Burn-Smith Company, Inc., New York - Chicago

SANTA BARBARA VENTURA

LOOK AT THE SHAPE

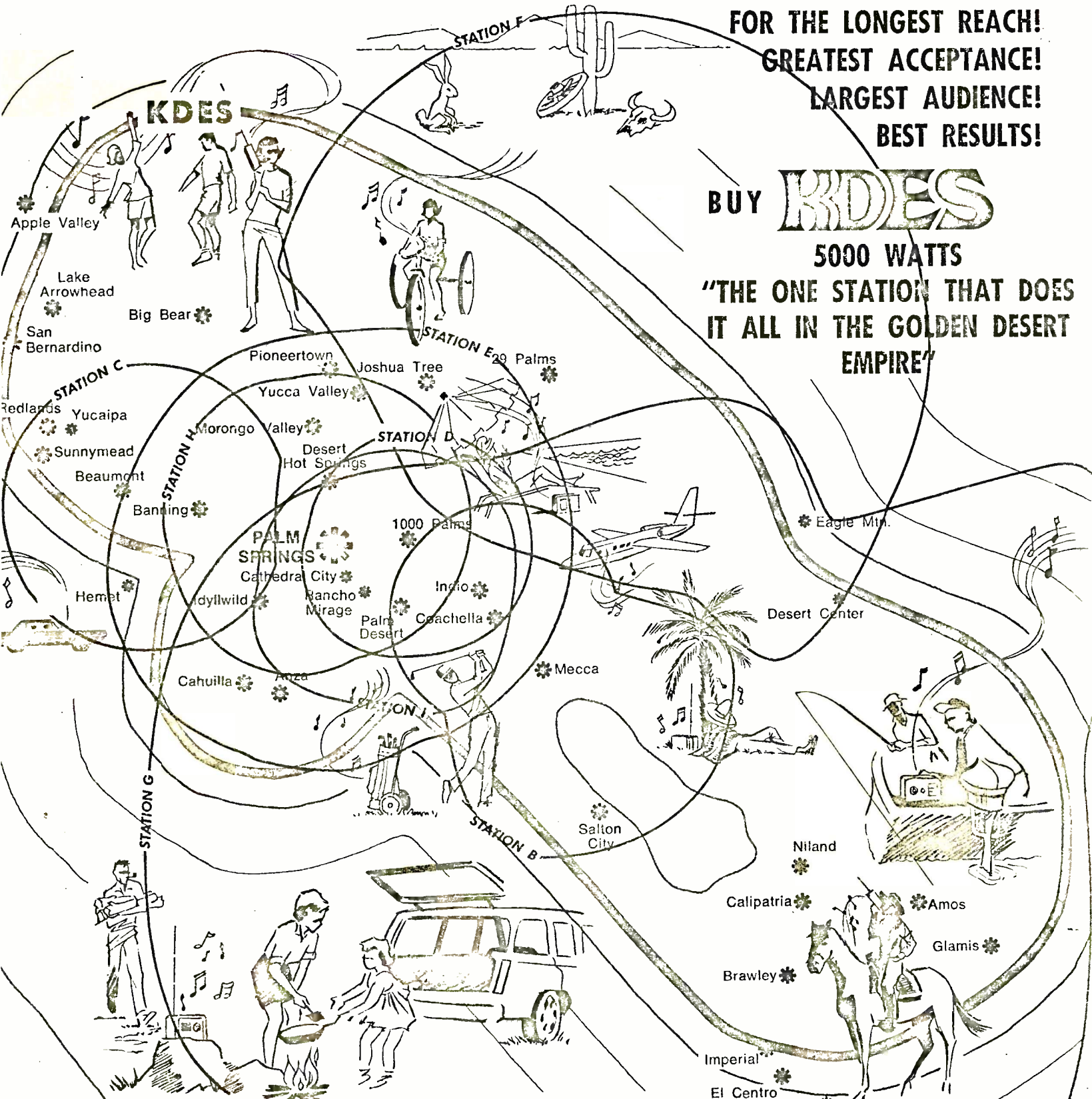
IT'S A GREAT SHAPE (AND SIZE) FOR SALES!

FOR THE LONGEST REACH!
GREATEST ACCEPTANCE!
LARGEST AUDIENCE!
BEST RESULTS!

BUY **KDES**

5000 WATTS

"THE ONE STATION THAT DOES
IT ALL IN THE GOLDEN DESERT
EMPIRE"



KDES

THE NEW 92

THE GEORGE CAMERON STATION

611 SOUTH PALM CANYON DRIVE PALM SPRINGS, CALIFORNIA 92262

PHONE (714) 324-1211

NATIONAL REPRESENTATIVES: SAVALLI GATIS, INC.

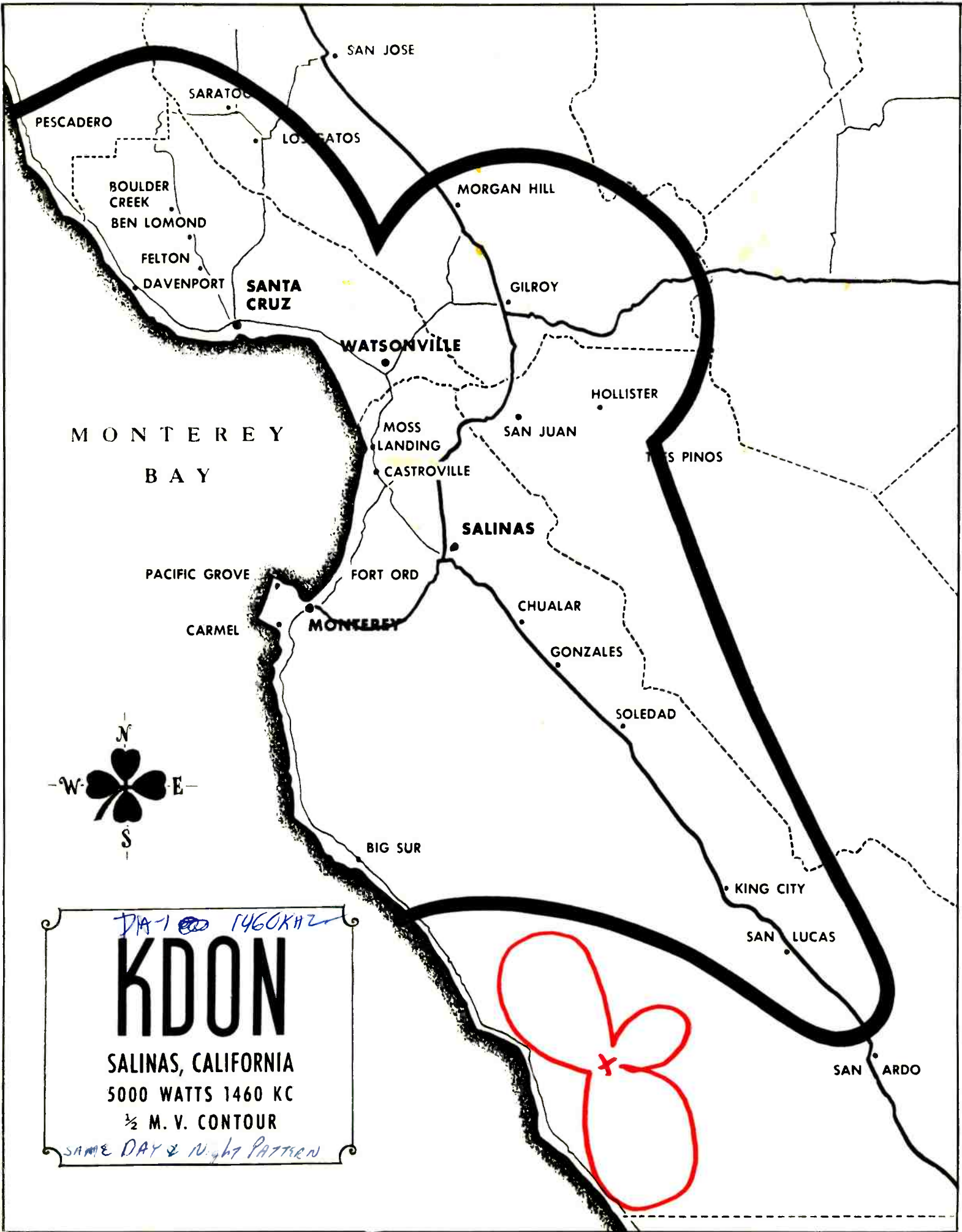
No other station matches
 this tremendous coverage
 of the fastest-growing
 desert and mountain area
 in the country. Only . . .

POWERFUL

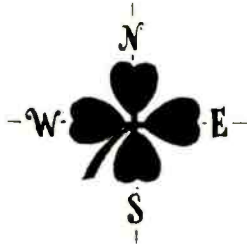


TWENTYNINE
 PALMS,
 CALIFORNIA

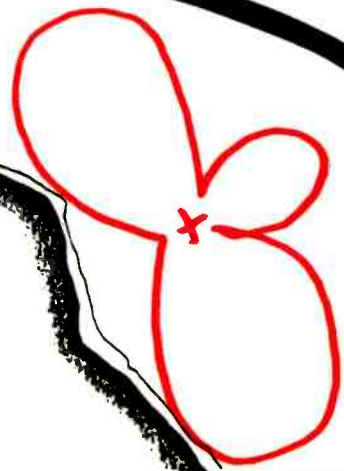




MONTEREY
BAY



DIA-1 @ 1460KHZ
KDON
SALINAS, CALIFORNIA
5000 WATTS 1460 KC
1/2 M. V. CONTOUR
SAME DAY & NIGHT PATTERN

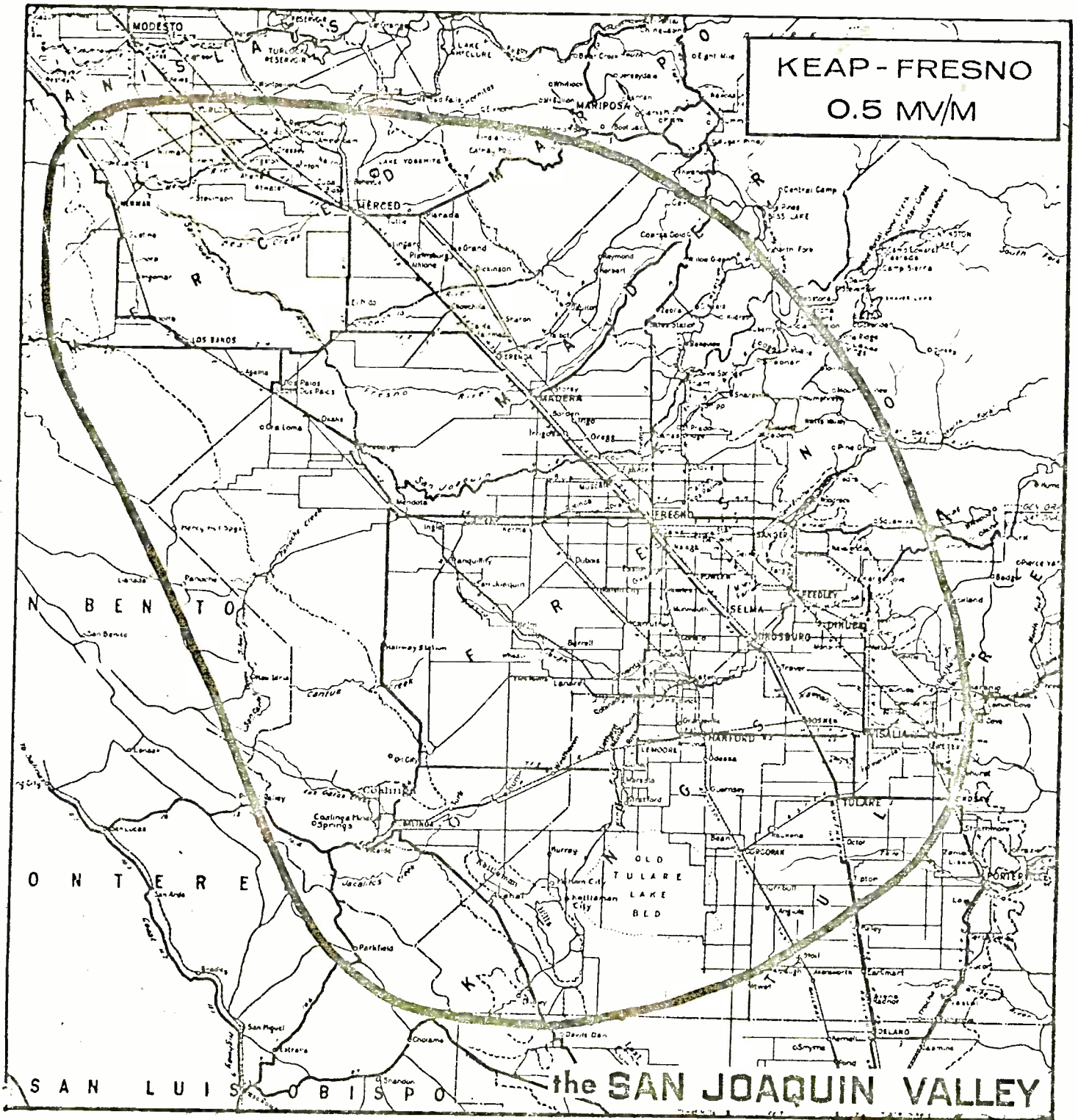


H. B. C. BROADCASTERS, INC.

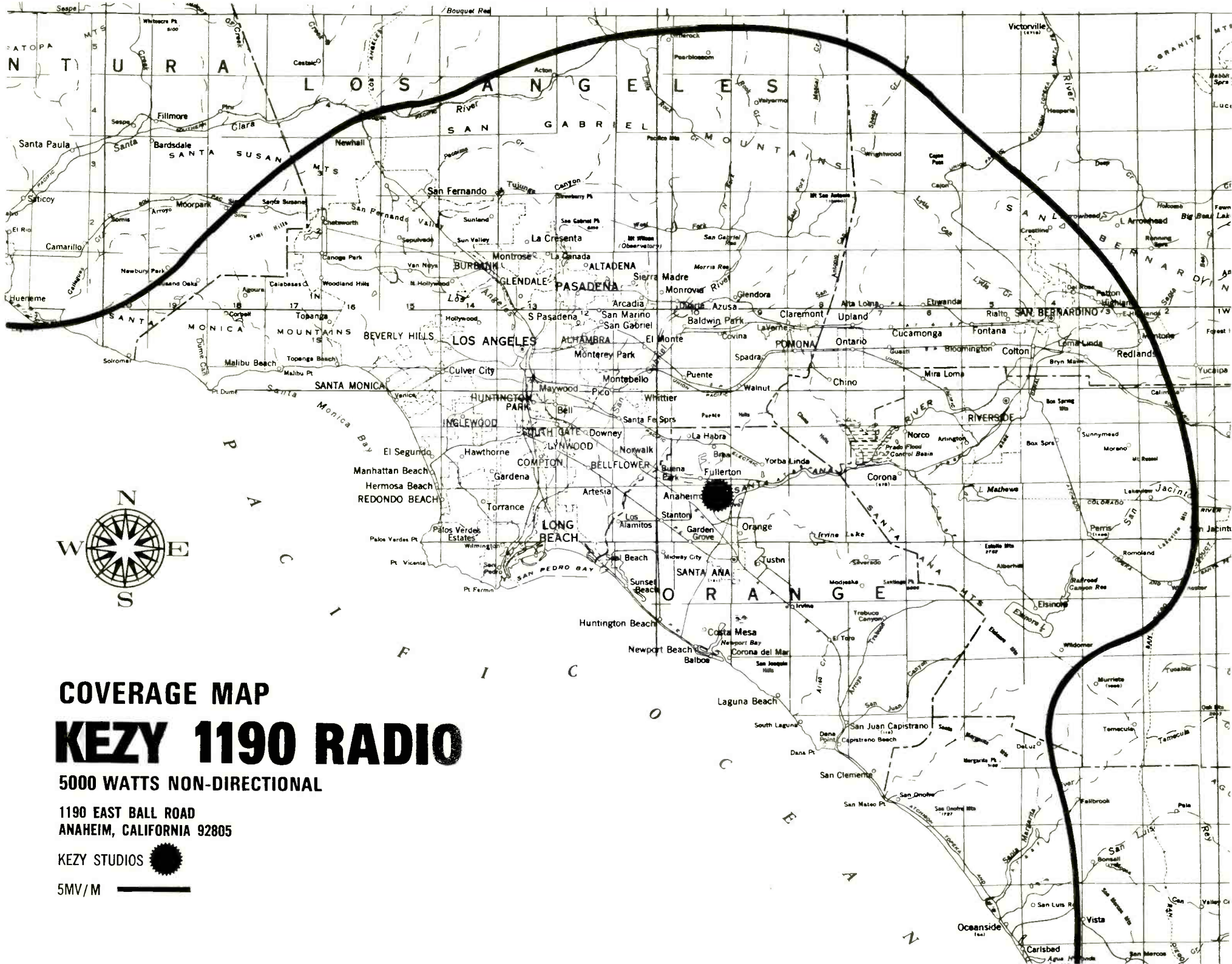
RADIO KEAP

THE "RESULT" STATION

3324 N. BLACKSTONE FRESNO, CALIF. 93726 PHONE (209) 222-7741



Represented by Alan Torbet Associates Inc.




COVERAGE MAP

KEZY 1190 RADIO

5000 WATTS NON-DIRECTIONAL

1190 EAST BALL ROAD
ANAHEIM, CALIFORNIA 92805

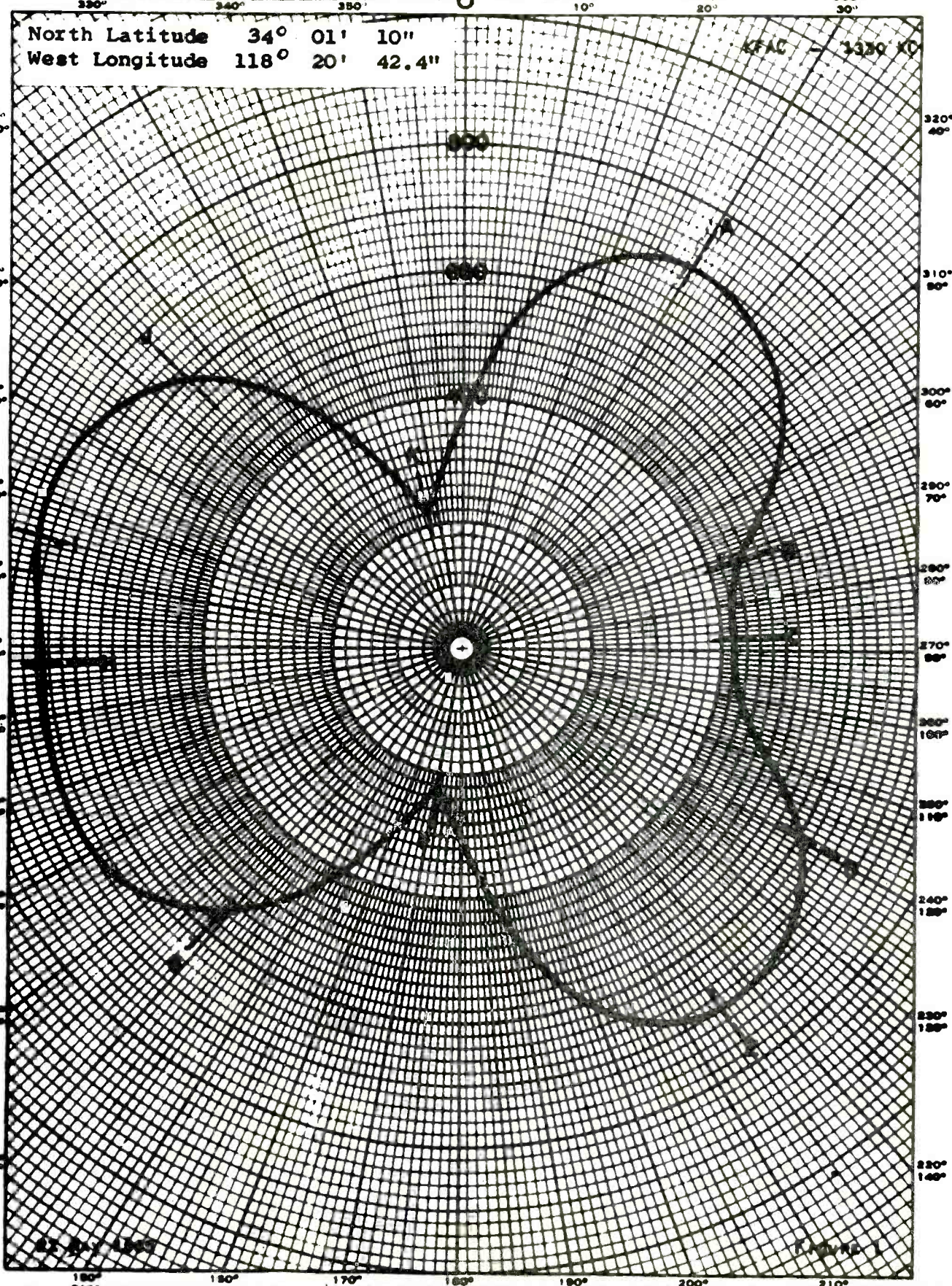
KEZY STUDIOS 

5MV/M 

Measured Night
(5-27-66ct)

Station KFAC
Los Angeles, California

5kw, DA-N, U
1330 kc



EUSOKE SWETSON CO.
MADE IN U. S. A.

NO. 341-P SWETSON GRAPH PAPER
POLAR CO-ORDINATE

FCC File No. BZ-5949
Accepted 5-6-66

Station KFAC
Los Angeles, California

1330 kc

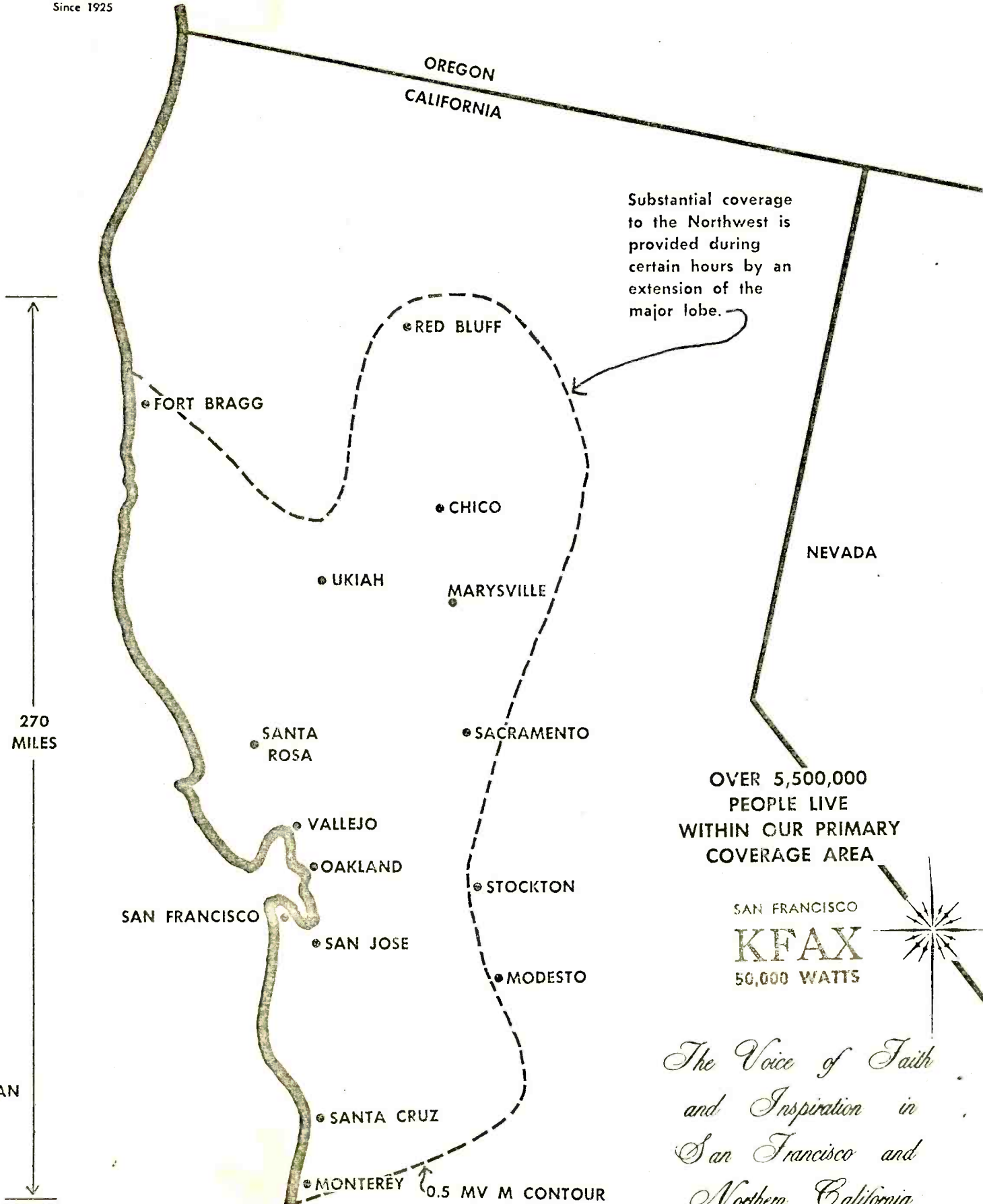


Since 1925

ARGONAUT BROADCASTING CO.

1470 PINE STREET SAN FRANCISCO CALIFORNIA 94109 Telephone 673-4148

COVERAGE MAP



"San Francisco's most powerful Independent Radio Station"

The Voice of Faith and Inspiration in San Francisco and Northern California



**THE LARGEST
COVERAGE AREA
OF ANY LOS ANGELES
RADIO STATION**

THE KFI RADIO SIGNAL COVERS A
TEN-COUNTY AREA:

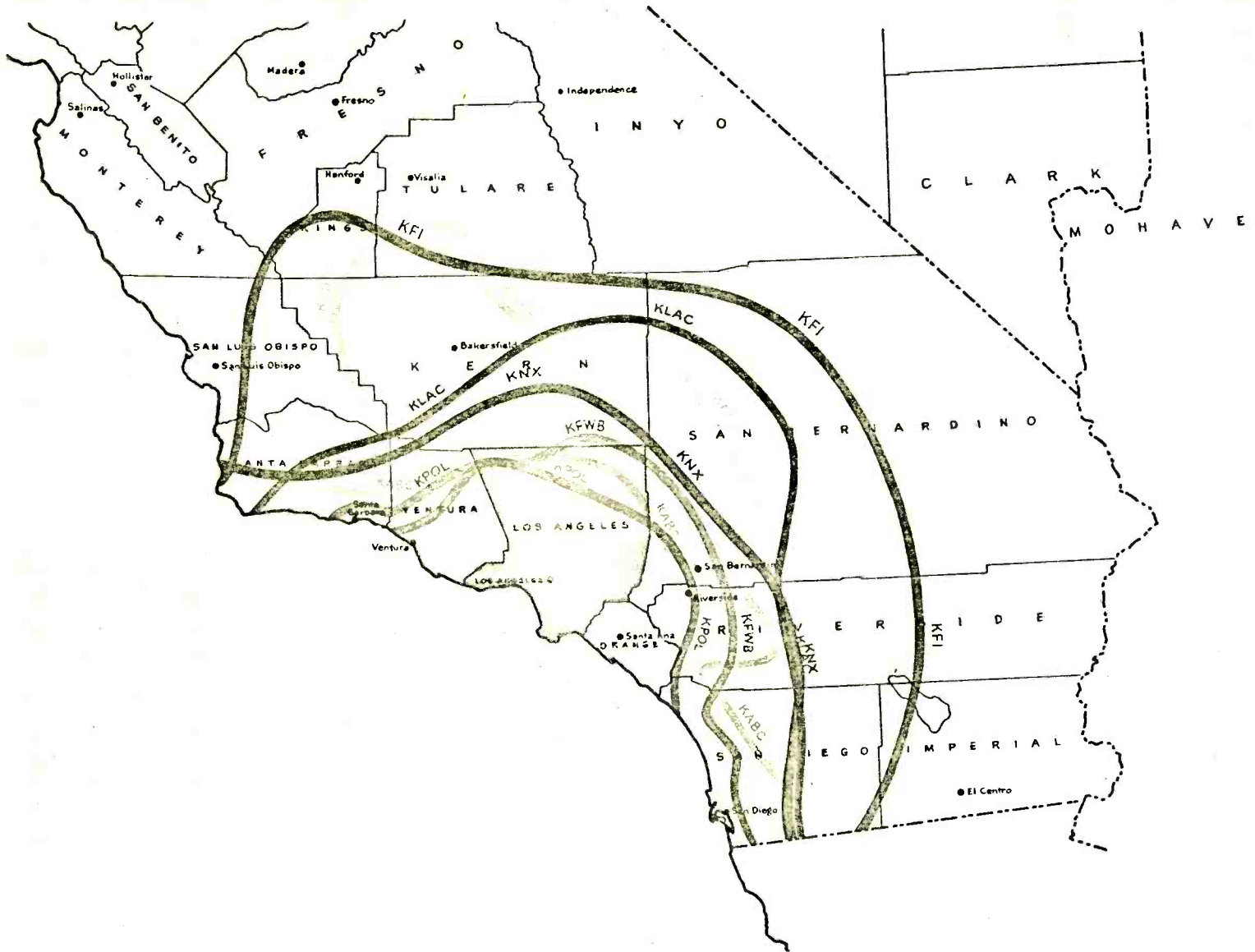
- the entire food sales marketing area of Southern California
- 60 thousand square miles
- 12 million population
- 5.9 million cars
- 4.1 million households
- 22 billion dollars annual retail sales



50,000 WATTS 1-A CLEAR CHANNEL — THE MOST POWERFUL NBC AFFILIATE IN THE WEST
141 No. Vermont Ave., Los Angeles 90004 • (213) 382-2121 • Represented nationally by Henry I. Christal Co.

LOS ANGELES / SOUTHERN CALIFORNIA

1/2 MILLIVOLT DAYTIME COVERAGE MAP



WITH WEST COAST'S ONLY CLASS 1A CLEAR CHANNEL SIGNAL AND THE 640 KC. ASSIGNED FREQUENCY, KFI HAS THE LARGEST COVERAGE AREA OF ANY LOS ANGELES BASED RADIO STATION.

MAJOR LOS ANGELES RADIO STATIONS:

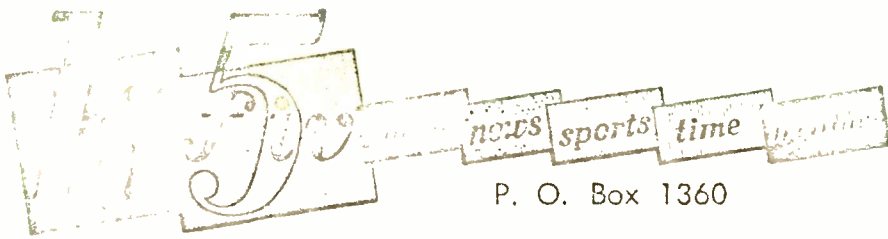
	FREQUENCY	POWER (WATTS)		
		DAY	NIGHT	
KFI	640	50,000	50,000	1A Clear Channel, non-directional
KABC	790	5,000	5,000	Nighttime directional
KFWB	980	5,000	5,000	Non-directional
KLAC	570	5,000	5,000	Nighttime directional
KMPC	710	50,000	10,000	Nighttime directional
KNX	1070	50,000	50,000	Daytime directional
KPOL	1540	50,000	10,000	Full-time directional

KFI 640

RADIO SOUTHERN CALIFORNIA

Represented Nationally by HENRY I. CHRISTAL Co.

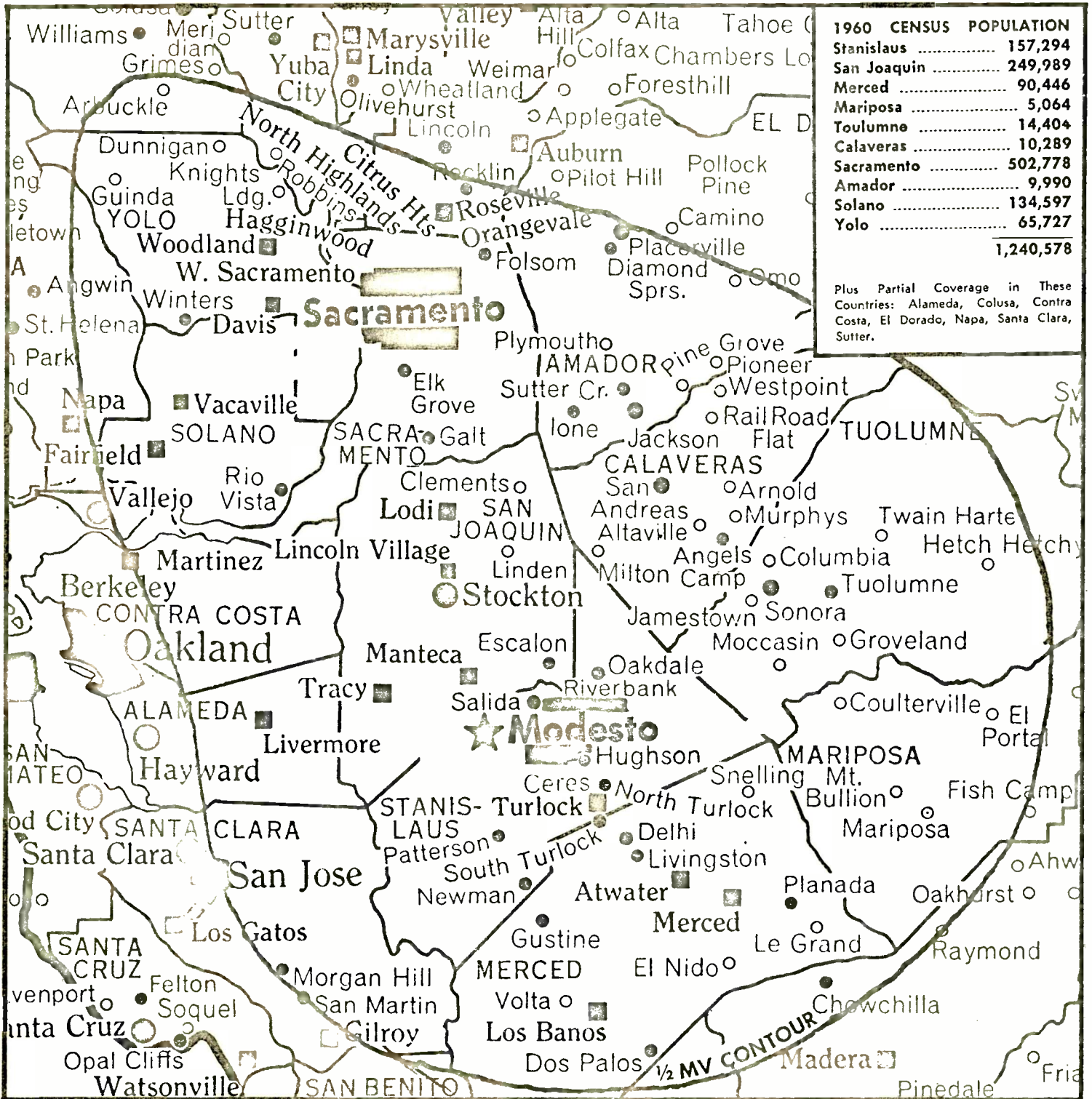
KFI COVERAGE PATTERN BASED ON ACTUAL MEASUREMENT. OTHER PATTERNS BASED ON MAPS PUBLISHED BY INDIVIDUAL STATIONS.



5000 WATTS DAY 1000 NIGHT 1360 KC

Modesto, California

24 HOURS



The Modesto Metropolitan Area ranks fifth in the United States with Annual Retail Household Purchases of \$5,662.00.

Sales Management 1964



DAREN F Mc GAVREN
COMPANY

NEW YORK
270 Park Avenue
Area Code 212
661-2515

CHICAGO
35 East Wacker Drive
Area Code 312
372-1371

DETROIT
1216 Dime Building
Area Code 313
962-5777

ST. LOUIS
915 Olive Street
Area Code 314
241-5201

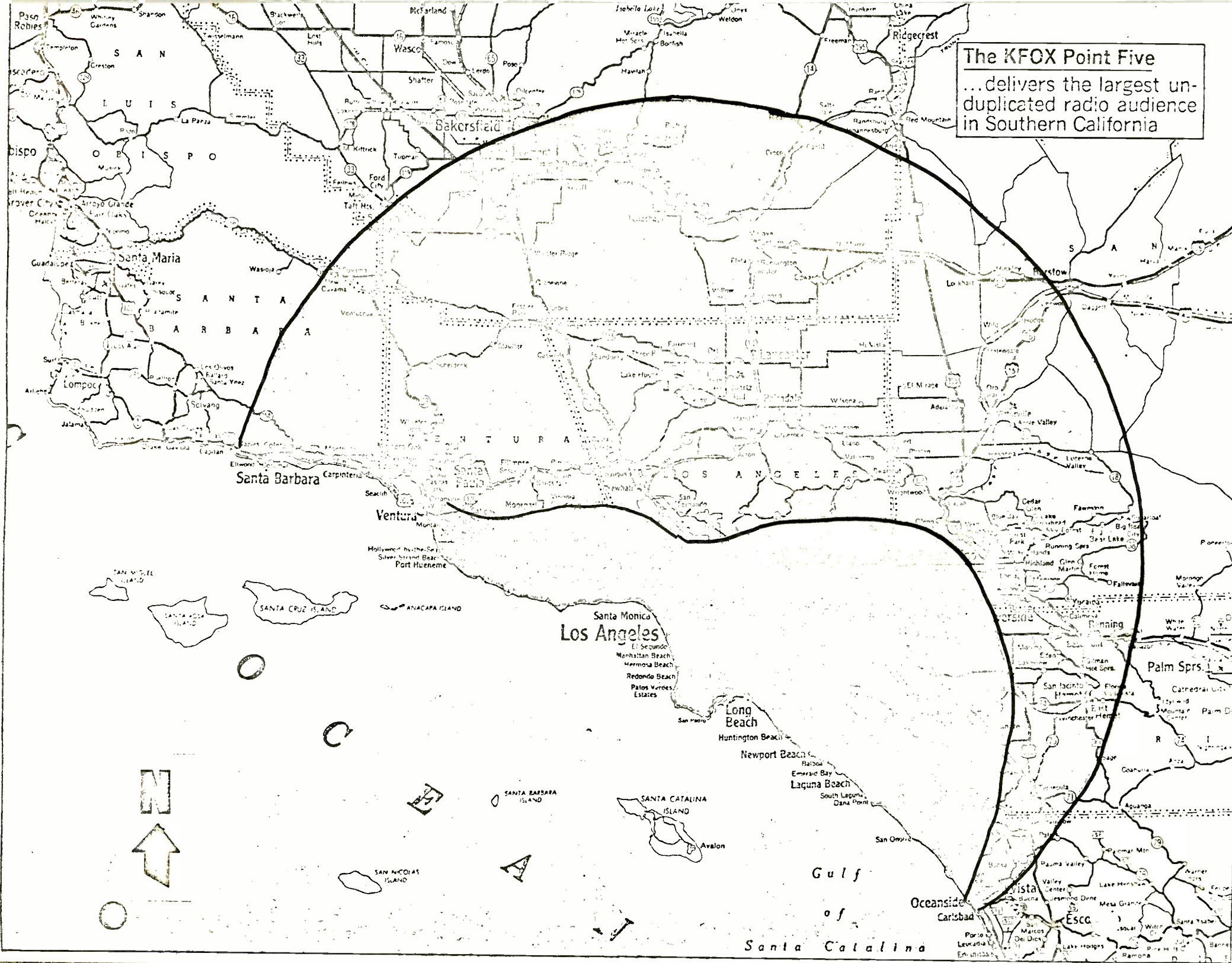
ATLANTA
1447 Peachtree N.E.
Area Code 404
873-3219

SAN FRANCISCO
Russ Building
Area Code 415
986-4112

LOS ANGELES
1741 Ivar Avenue
Area Code 213
464-7331

DALLAS
Fidelity Union Tower
Area Code 214
742-3879

The KFOX Point Five
...delivers the largest un-
duplicated radio audience
in Southern California



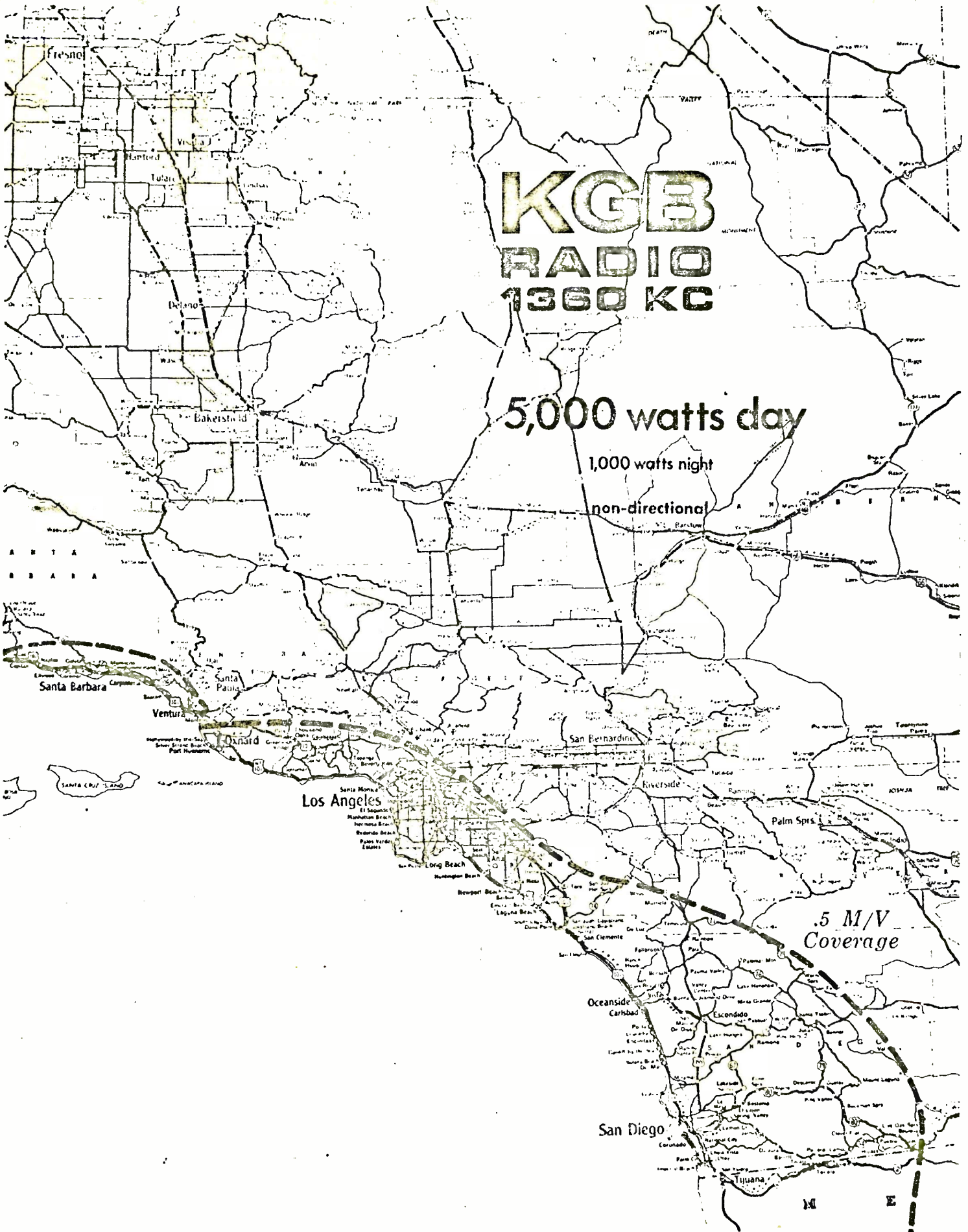
KGB RADIO 1360 KC

5,000 watts day

1,000 watts night

non-directional

.5 M/V
Coverage





KGBS-AM
LOS ANGELES

Coverage Map

RADIO 1020 / 50,000 WATTS

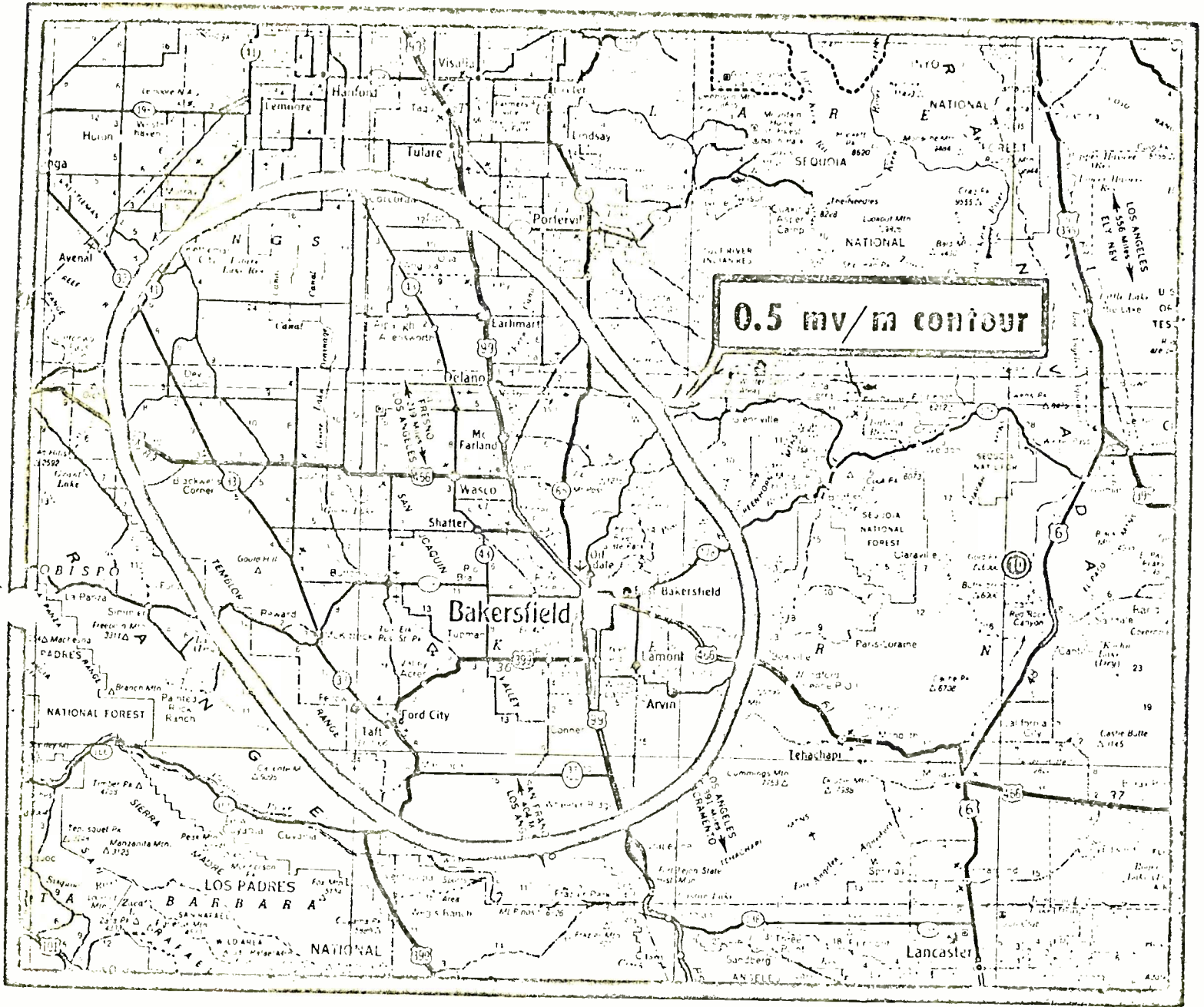
One of the Greatest Signals in Southern California

KGEE

BAKERSFIELD
1230 KC

1000 WATTS

COVERAGE MAP and MARKET DATA



MARKET DATA

Total Population	301,340
Total Households	88,450
Total Radio Homes	87,900
Passenger Cars	119,230
Consumer Spendable Income	\$580,348,000

RETAIL SALES

Food Stores	\$ 93,234,000
General Merchandise	\$ 45,068,000
Home Furnishings	\$ 23,651,000
Filling Stations	\$ 41,162,000
Total Retail Sales	\$485,048,000

SOURCE: United States Census of Population, Housing, Agriculture, Retail Trade, Wholesale Trade, Service Trades; SRDS Consumer Data; REA Farm Survey; RETMA.



KGIL

SAN FERNANDO VALLEY • LOS ANGELES

14800 LASSEN STREET SAN FERNANDO, CALIF. 91343

5000 WATTS • 1260 KC

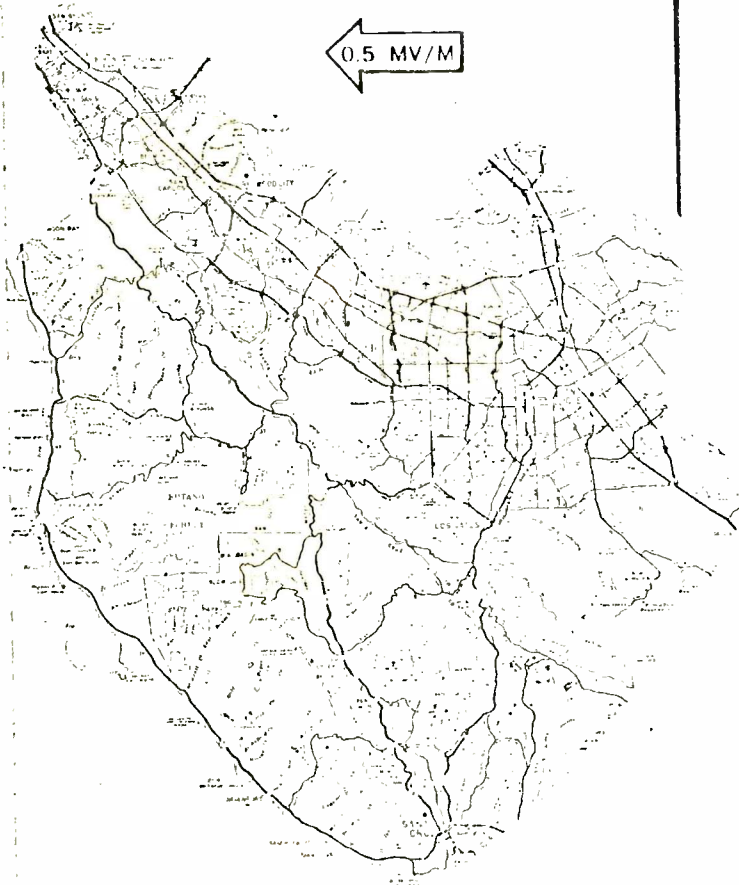
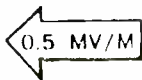
.5 MILLIVOLT COVERAGE AREA
(MAP DATA ON FILE WITH F.C.C.)

SAN MATEO PT
SAN ANGELES



BUSINESS OFFICE AND STUDIOS
1241 FRANKLIN MALL
SANTA CLARA, CALIF. 95050
TELEPHONE 248-1430

"The Sports Voice of the Santa Clara Valley"



fun lovin'
k-gnu
Radio 1430

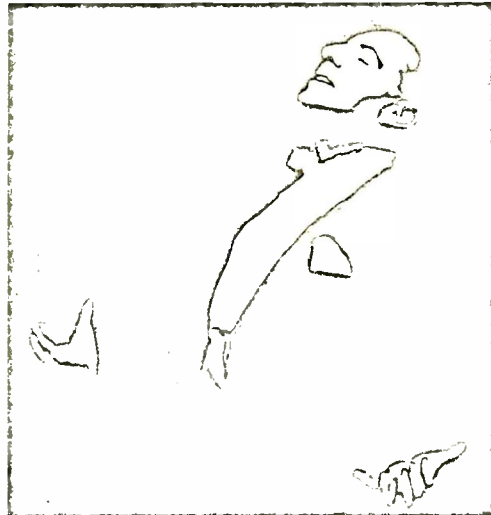
1000 WATTS
FULLTIME

RATE CARD

EFFECTIVE, APRIL 1968

PAUL COWLEY
MANAGER

The Radio Concert Hall Stations



KISE AM
1220 kc 5000 w
Consulting Engineers
A. E. Towne & Associates
420 Taylor Street
San Francisco, California

KDFC FM
102.1 mc 33,000 w
Consulting Engineers
Jansky & Bailey
Washington, D. C.





The GOLDEN EMPIRE and the Coverage of
 The GOLDEN EMPIRE Broadcasting Stations
 KHSL — CHICO KVCV — REDDING
 Merchandisable Areas shown in deep tint

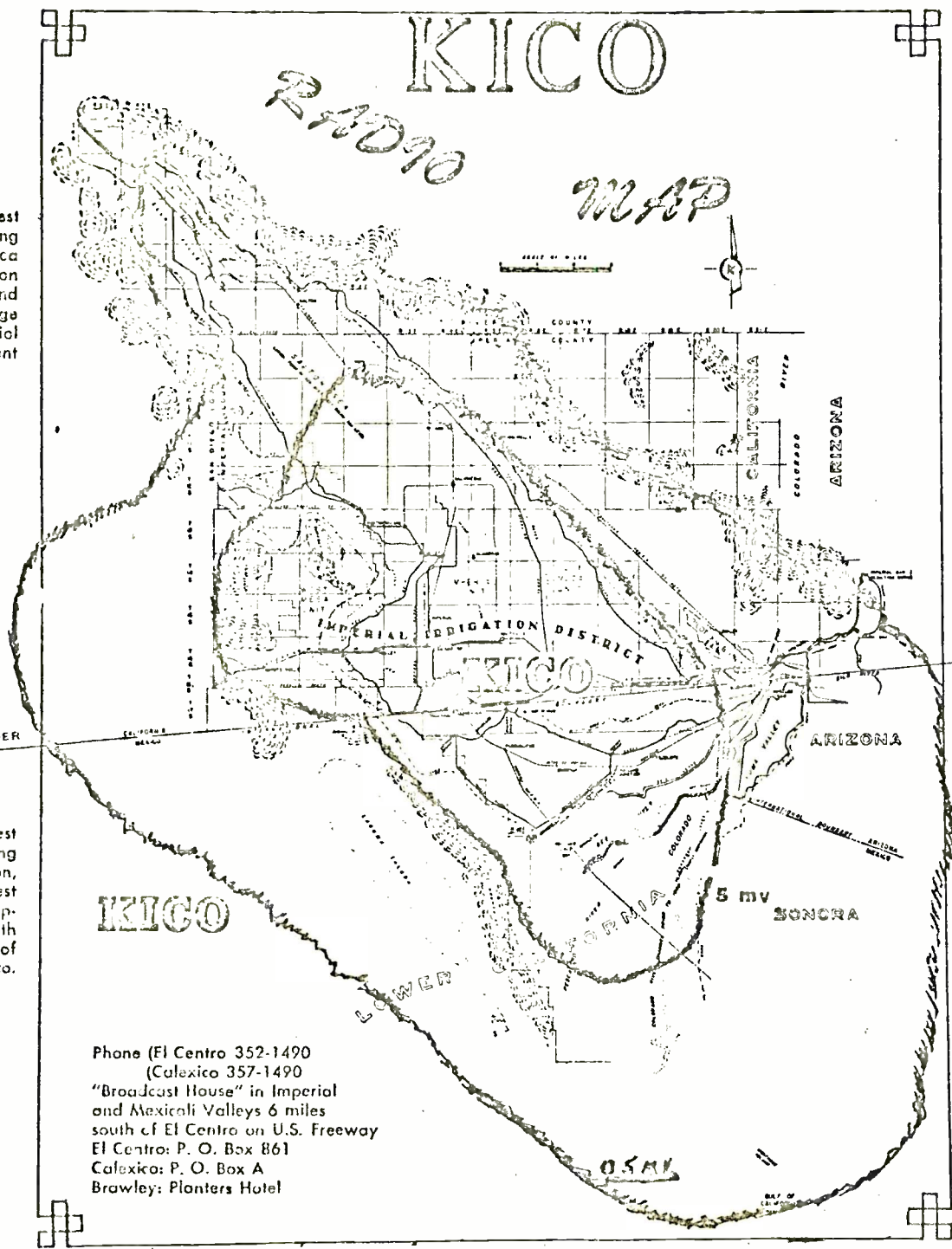
KICO

RADIO

MAP

- Fastest growing Salton Sea recreation area and large Industrial development

100,000 people in the Imperial Valley within the 5 MV area and over 100,000 more in secondary coverage area

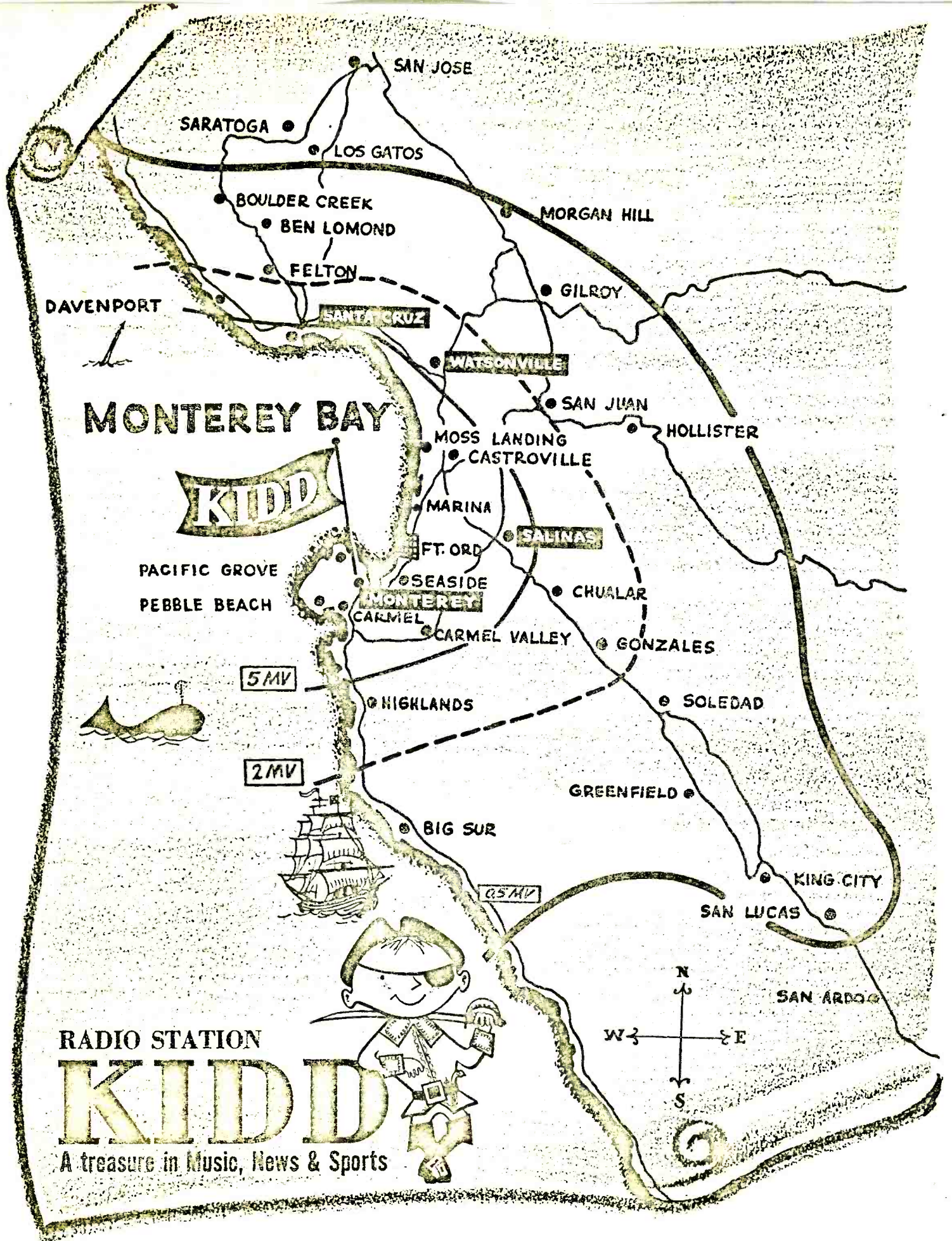


Fastest growing population, and largest farm development growth in all of Mexico.

392,000 population within in 5 MV area south of the Border . . . 277,000 are in the 20 MV KICO coverage area and the only Imperial Valley station giving satisfactory coverage and service to these people.

Phone (El Centro 352-1490
(Callexico 357-1490
"Broadcast House" in Imperial
and Mexicali Valleys 6 miles
south of El Centro on U.S. Freeway
El Centro: P. O. Box 861
Callexico: P. O. Box A
Brawley: Planters Hotel

This is a map with a general idea as to where we are located. As you will see we are right at the border of the Mexico.



MONTEREY BAY



PACIFIC GROVE
PEBBLE BEACH



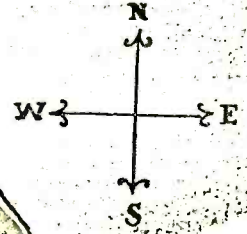
5MV

2MV

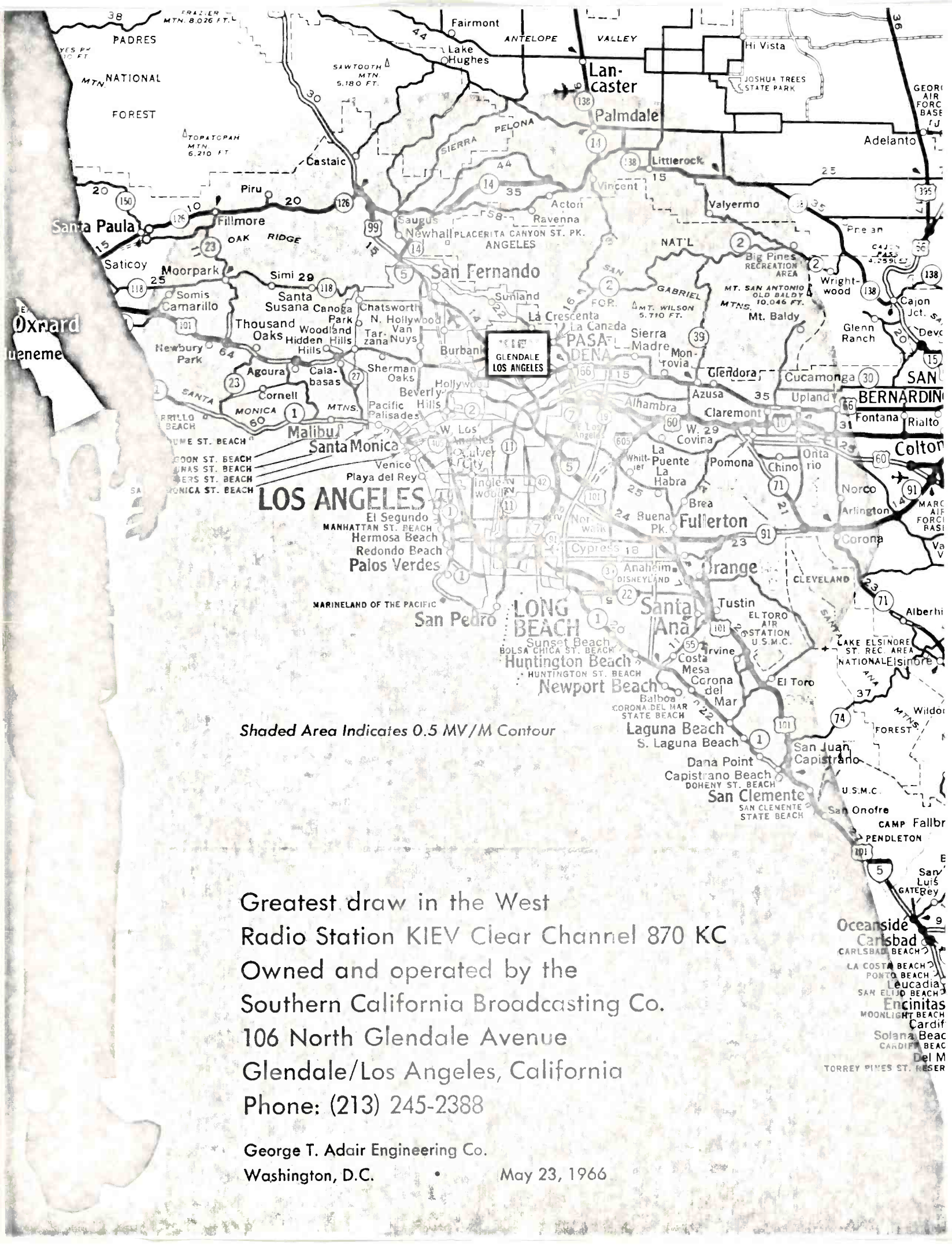


RADIO STATION KIDD

A treasure in Music, News & Sports



RADIO 68 10000 Watts Full Time, P.O. Box KIDD, Monterey, Calif



Shaded Area Indicates 0.5 MV/M Contour

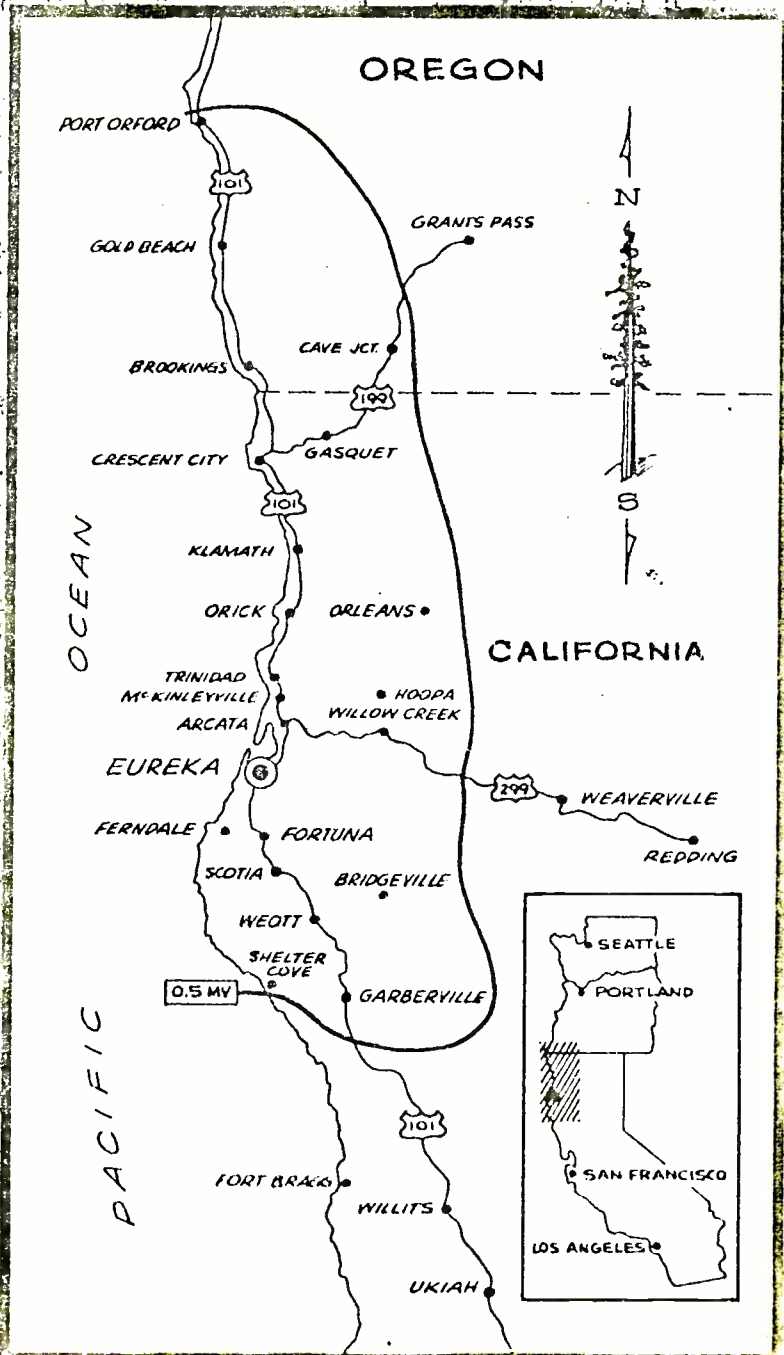
Greatest draw in the West
 Radio Station KIEV Clear Channel 870 KC
 Owned and operated by the
 Southern California Broadcasting Co.
 106 North Glendale Avenue
 Glendale/Los Angeles, California
 Phone: (213) 245-2388

George T. Adair Engineering Co.
 Washington, D.C.

May 23, 1966

K I N S / A M

980 kHz 5,000 watts Eureka, Calif.
Serving the Redwood Recreation Area



Represented Nationally By
JOHN C. BUTLER CO.
Member of A-BUY Radio Group

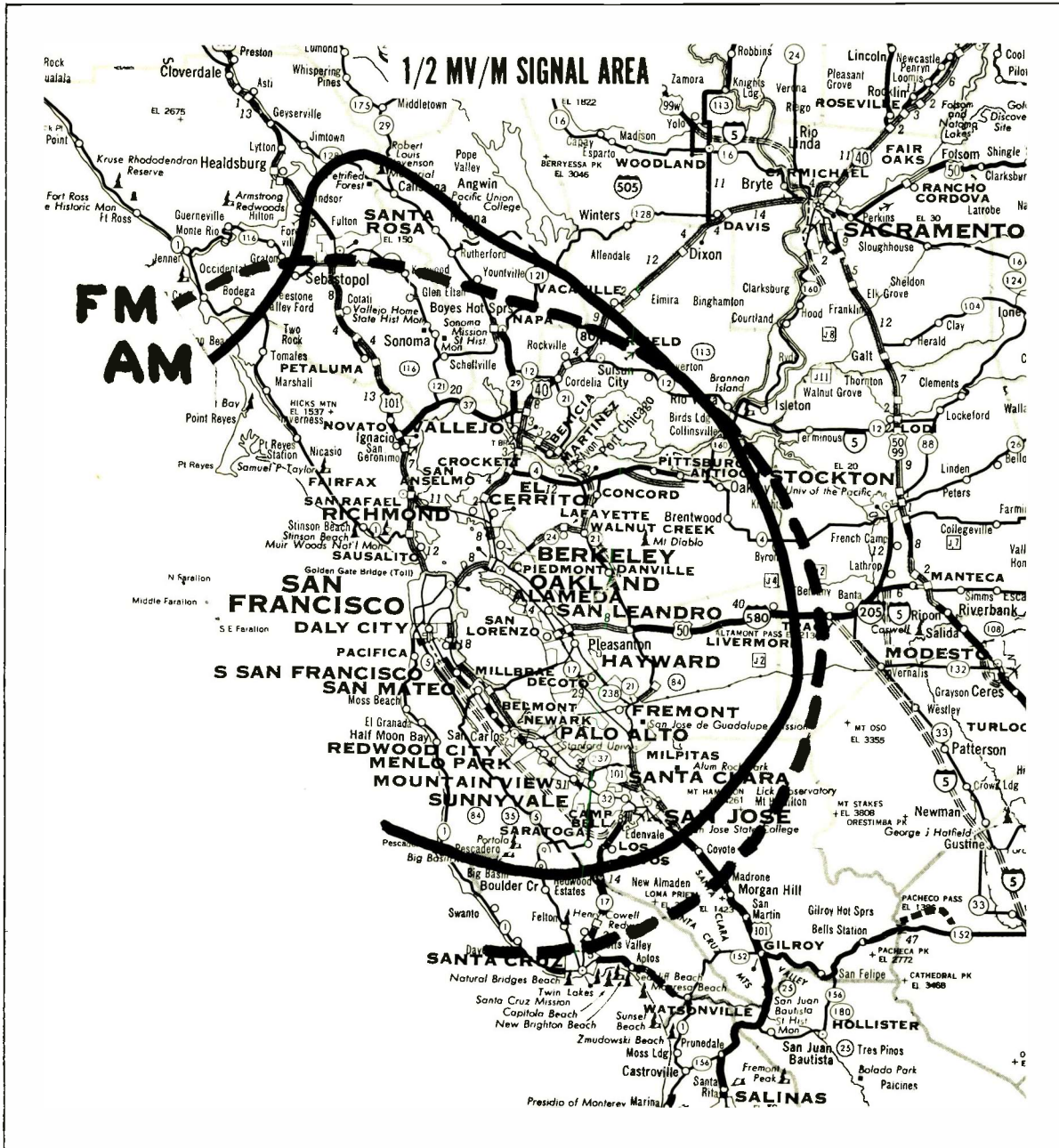
MA
196
No.

KKHI



1550 am/fm 95.7
STEREO

The Classic Stations 10,000 WATTS



Represented Nationally by



NEW YORK, PHILADELPHIA, CHICAGO, ST. LOUIS, DETROIT, LOS ANGELES, SAN FRANCISCO, ATLANTA, BOSTON, DALLAS

KLAC

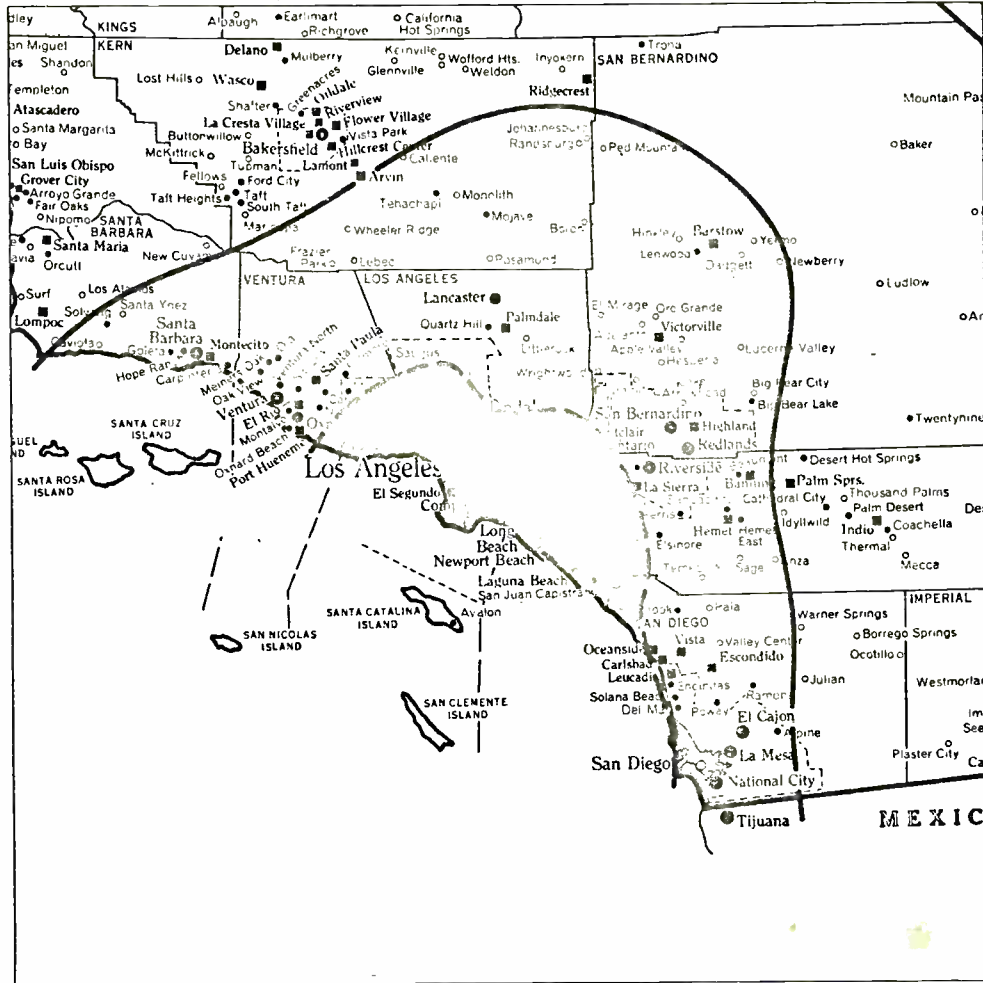
METROMEDIA RADIO IN LOS ANGELES

5KW DA-N570KC

DAYTIME AND NIGHTTIME INTERFERENCE FREE CONTOURS

DAYTIME: 0.5 MV/M

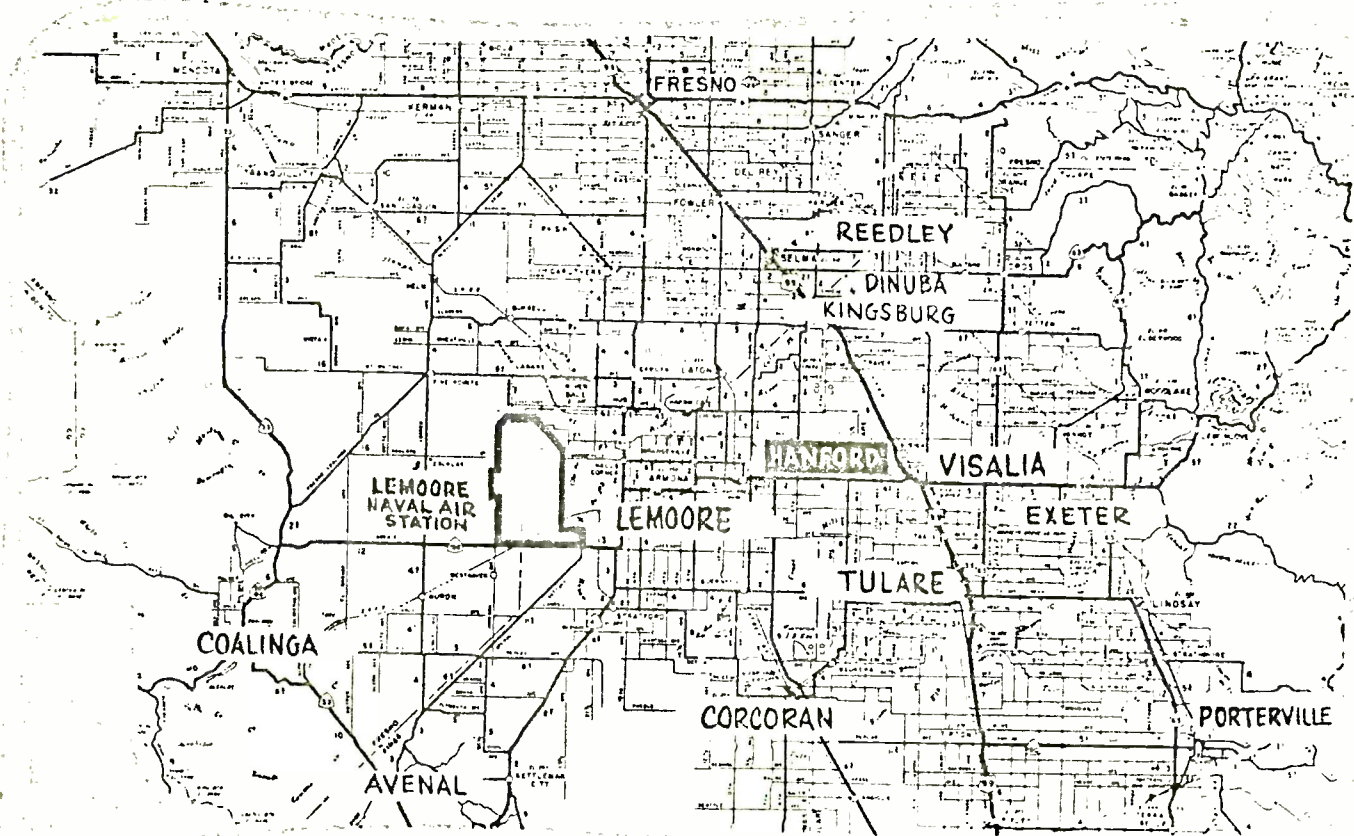
NIGHTTIME: 3.3 MV/M



BASED ON MEASUREMENT DATA ON FILE WITH FCC PLUS FCC CONDUCTIVITY MAP. COPYRIGHT RAND McNALLY & COMPANY 67-W-9

Radio *KLAN* gives you *KL* coverage of **KINGS and TULARE COUNTIES**...

the most explosive growth region in California's great Central Valley... site of the new one-hundred-million dollar Lemoore Naval Air Station and the new twenty five million dollar Armstrong Rubber Plant.



Located midway between San Francisco and Los Angeles... IN THE HEART OF CALIFORNIA... The Hanford-Lemoore market is the economic hub and trading center of an ultra-prosperous area.

KLAN-land has a great four-sided base to its economy!

LEMOORE NAVAL AIR STATION - Largest and most modern Jet base in the world... 50 square miles in size... with over 6000 military and 500 civilian personnel... and a payroll approaching \$30,000,000 per year.

INDUSTRY - Armstrong Rubber Company's giant West Coast plant in Hanford is the largest industrial plant in the entire Central Valley. Building towards a capacity of 1600 workers and a payroll exceeding \$6,000,000 per year.

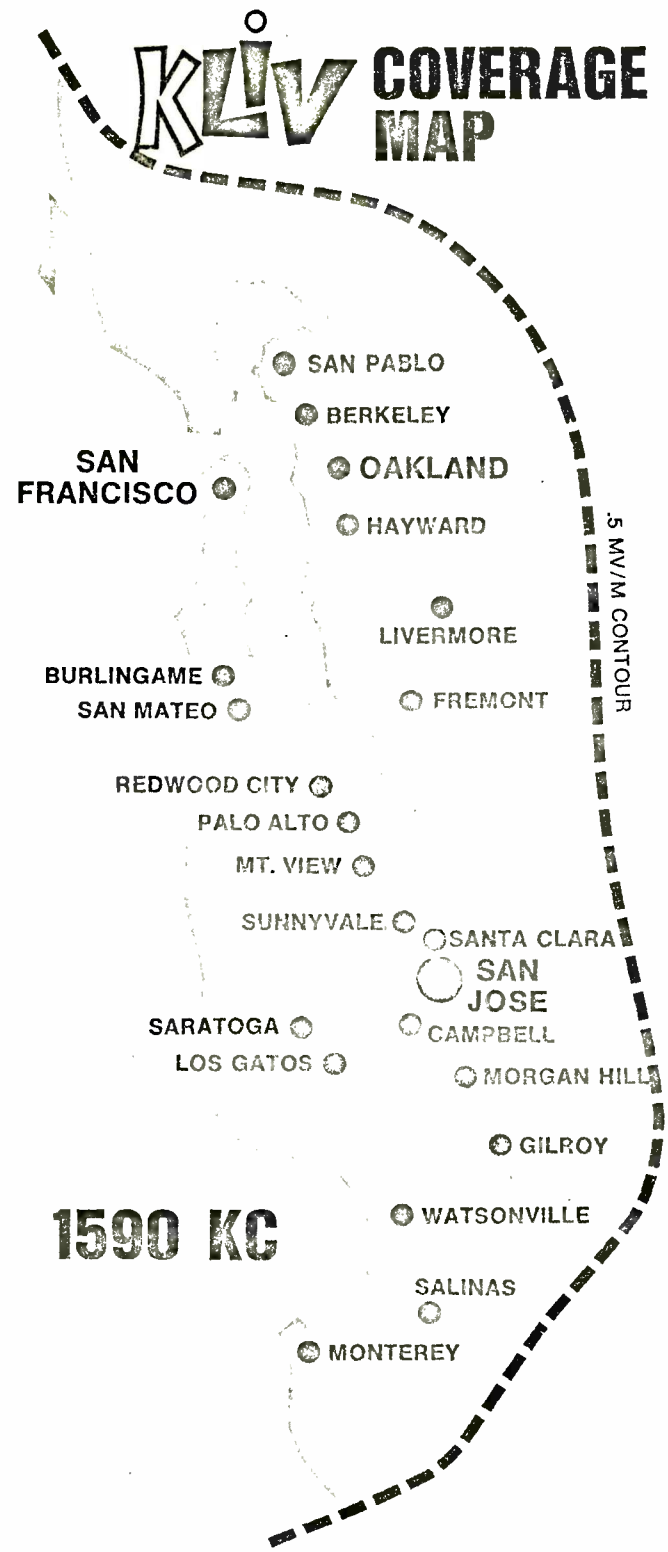
AGRICULTURE - With combined agricultural production of over \$400,000,000 annually, Tulare County ranks consistently in the top five and Kings County in the top twenty agricultural counties in the nation.

OIL - With ever-continuing production in existing fields rich with reserves, and with extensive new activity in both gas and oil exploration, the famed Kettleman Hills will continue to be one of California's most important oil centers for decades to come.

RADIO STATION

KLAN

dial 1320 · the 422 Building ·
Hanford, California · LU 4-4466



1590 RADIO

P.O. BOX 995

SAN JOSE

CALIF. 95108

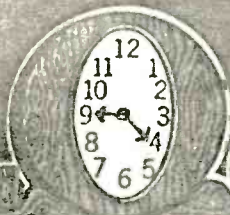
293-8030

ROBERT S. KIEVE GENERAL MANAGER

JIM TRAYHERN DIRECTOR OF SALES

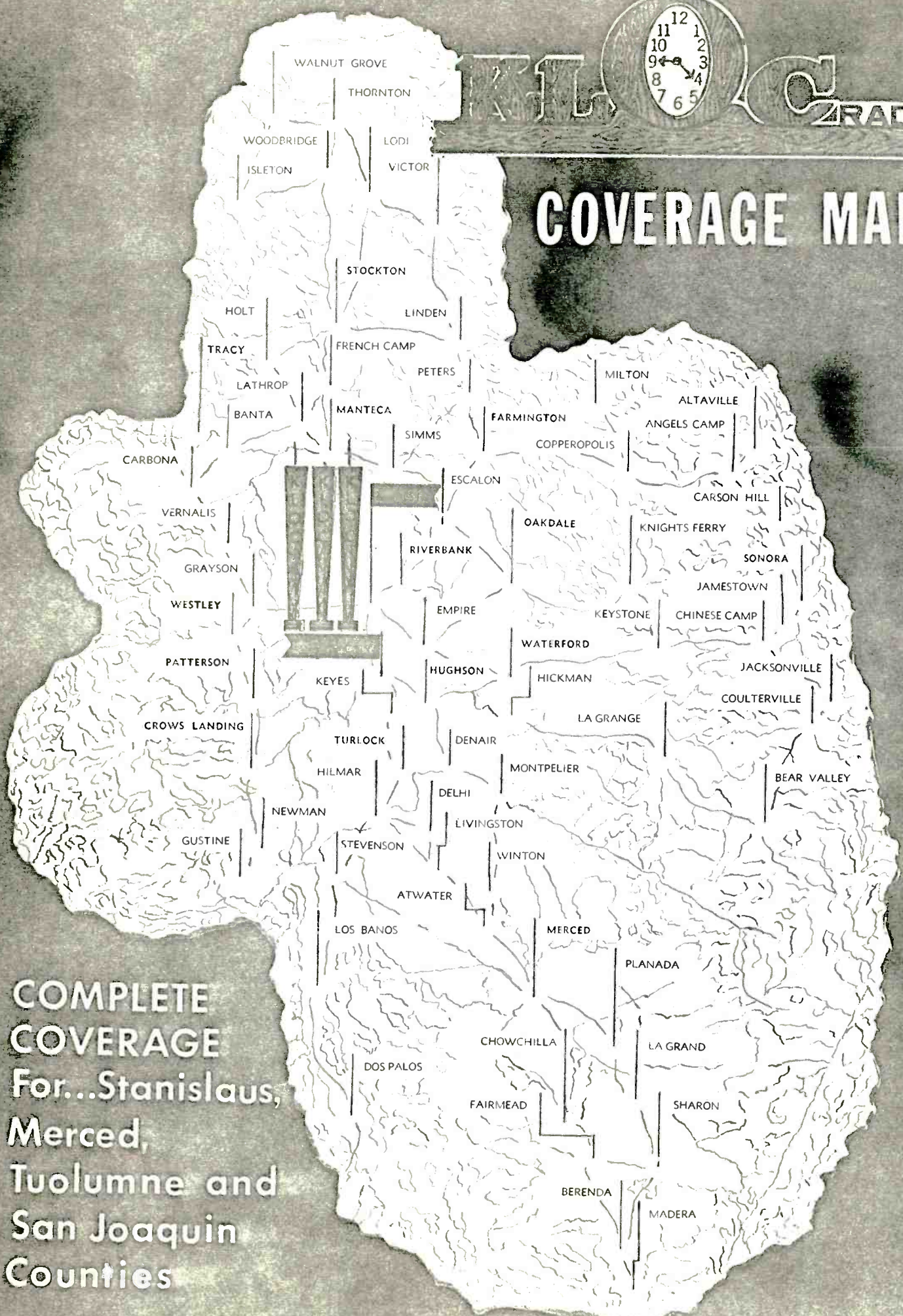
MAX REEDER SALES MANAGER

NATIONAL SALES REPRESENTATIVES
AVERY-KNODEL, INC.

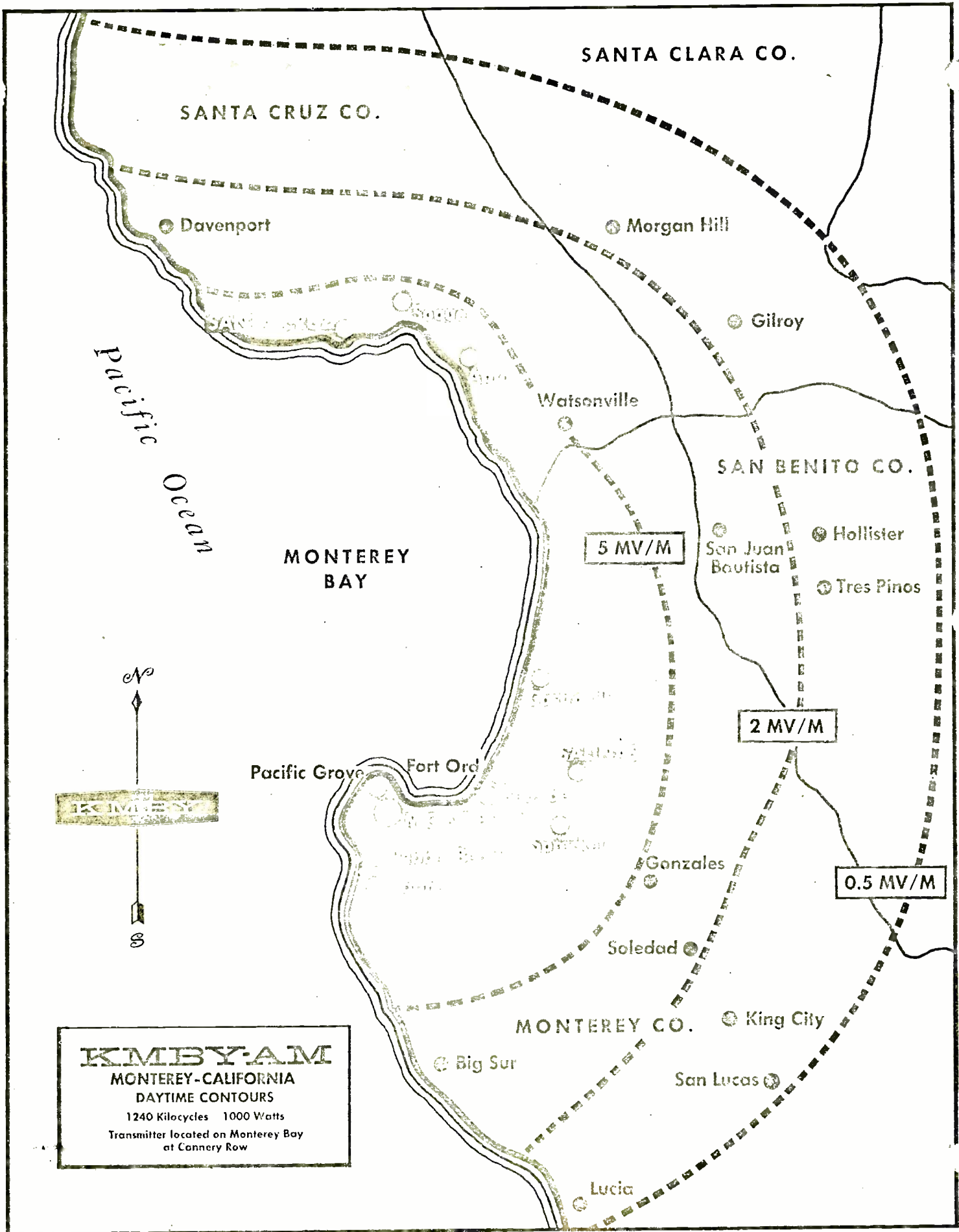


KLOQ 2 RADIO

COVERAGE MAP



**COMPLETE
COVERAGE
For...Stanislaus,
Merced,
Tuolumne and
San Joaquin
Counties**



KMBY-AM
 MONTEREY-CALIFORNIA
 DAYTIME CONTOURS
 1240 Kilocycles 1000 Watts
 Transmitter located on Monterey Bay
 at Cannery Row

• Mojave

Boron
•

5,000 watts 1290 kc.
24 hours daily

• Barstow



• Lancaster

• Palmdale

• Victorville

KJME

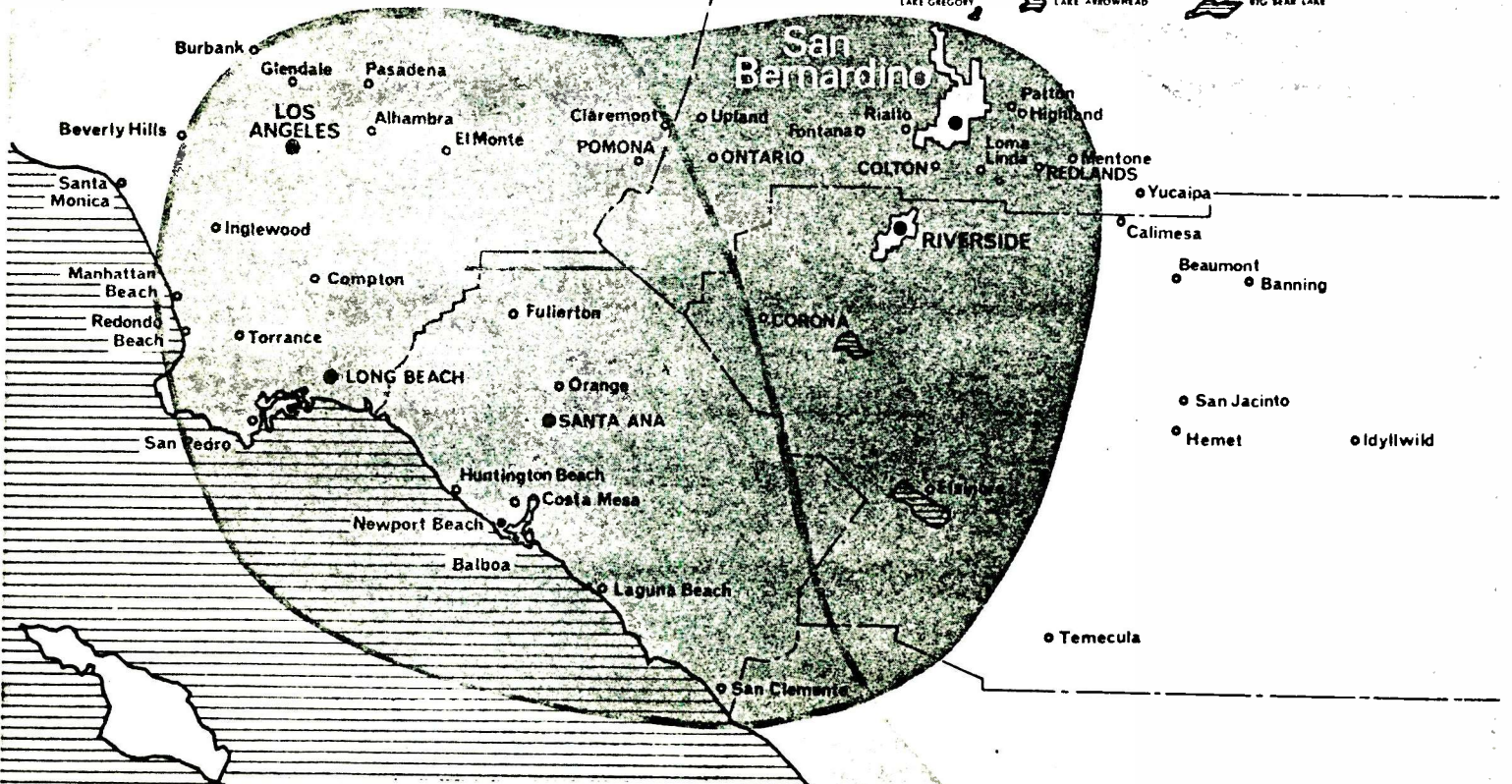
NUMBER ONE IN THE
HEART OF THE INLAND EMPIRE

• Wrightwood
Cajon •

LAKE GREGORY

LAKE ARROWHEAD

BIG BEAR LAKE



**San Bernardino / Riverside / Ontario
Metropolitan Area:**

Population: 1,164,400

Households: 370,000

Retail Sales: \$2,103,355,000

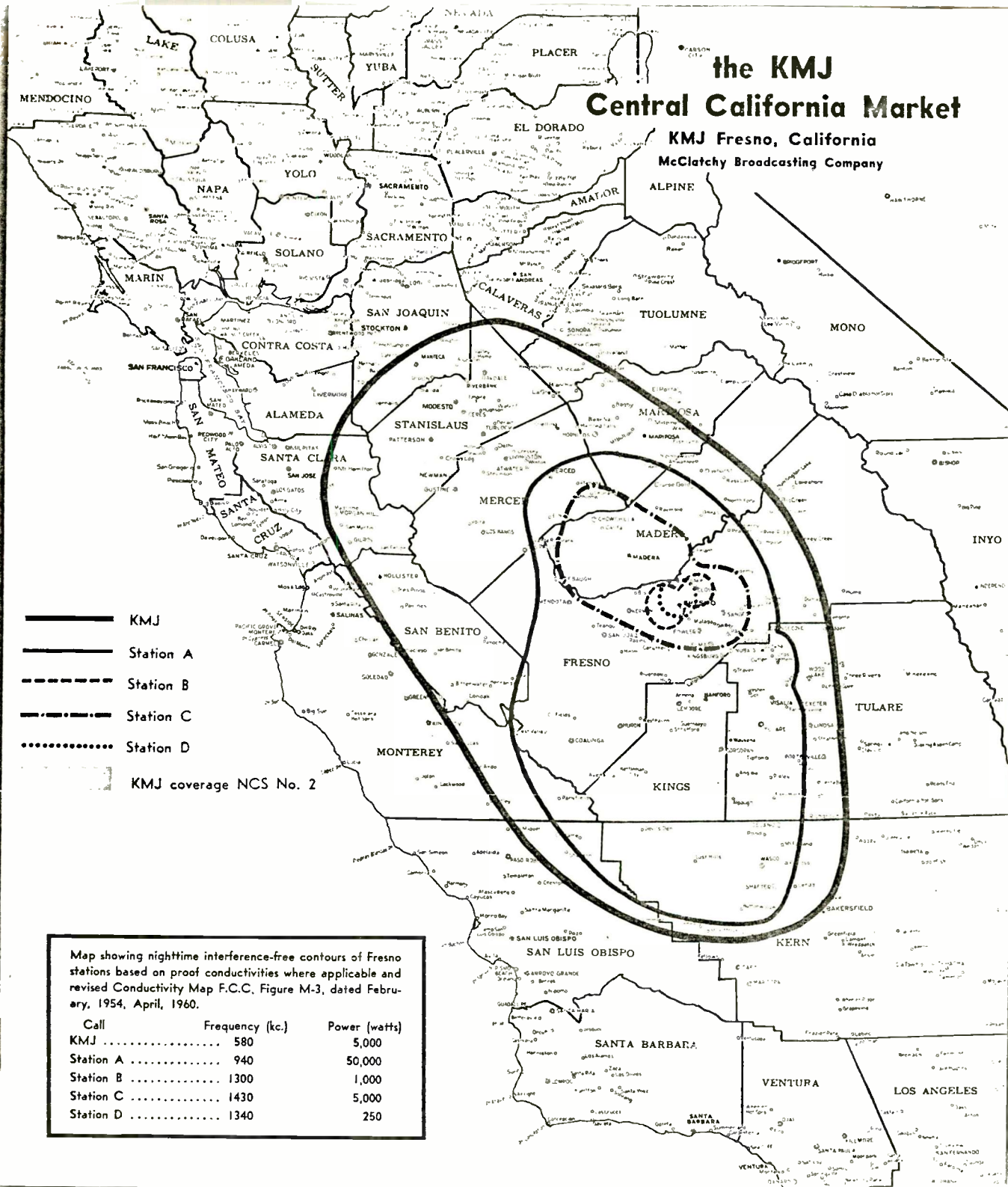
59.2% of Population under 35 years of age.

Source: Sales Management
Survey on Buying Power, July, 1971

• Oceanside
• Carlsbad

• Escondido





the KMJ Central California Market

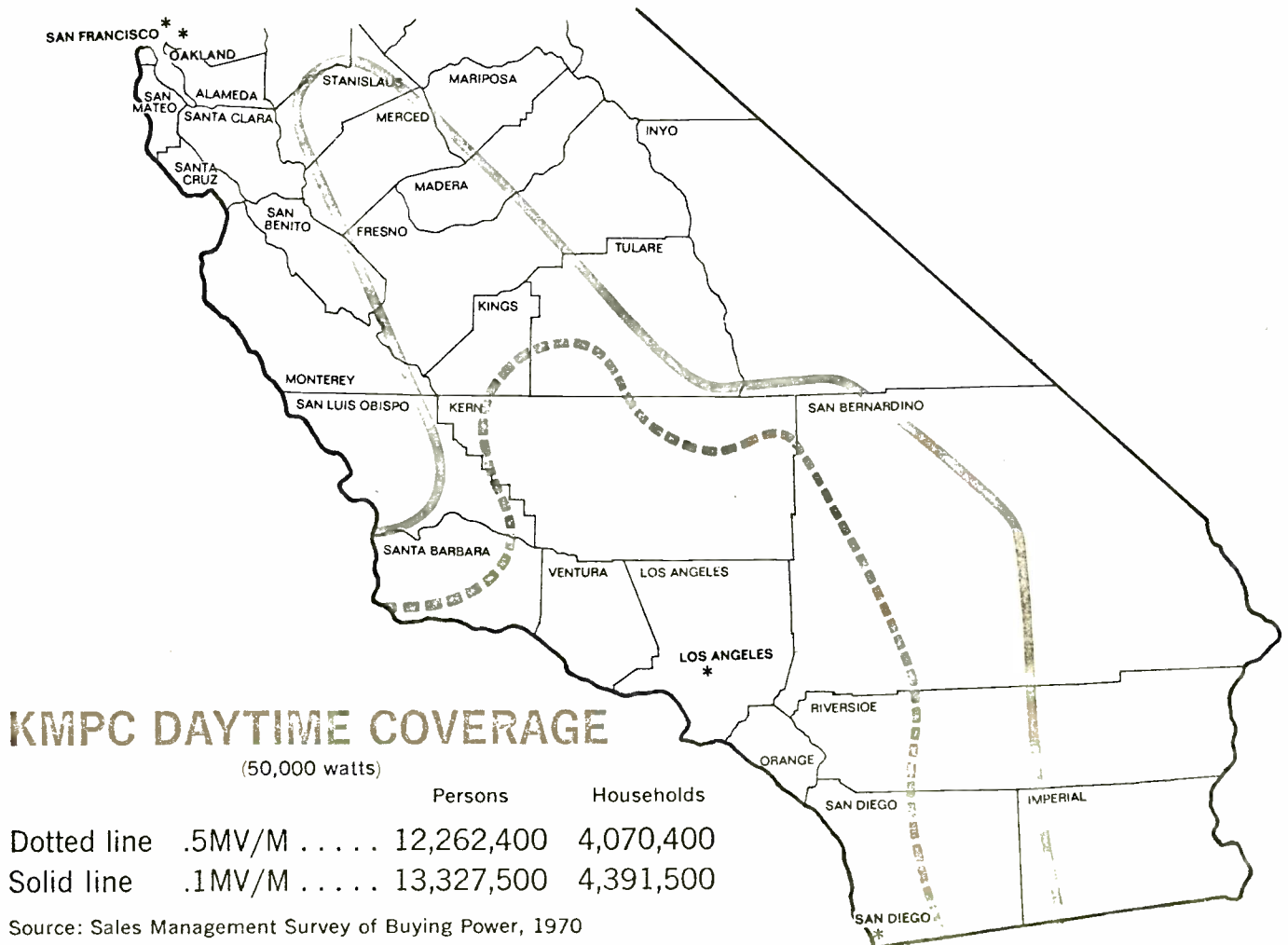
Neilsen Coverage Service 1961
Nighttime Weekly Circulation

RADIO KMJ reaches a total of 57,960
nighttime listener homes at least once
a week in the 8 county coverage.

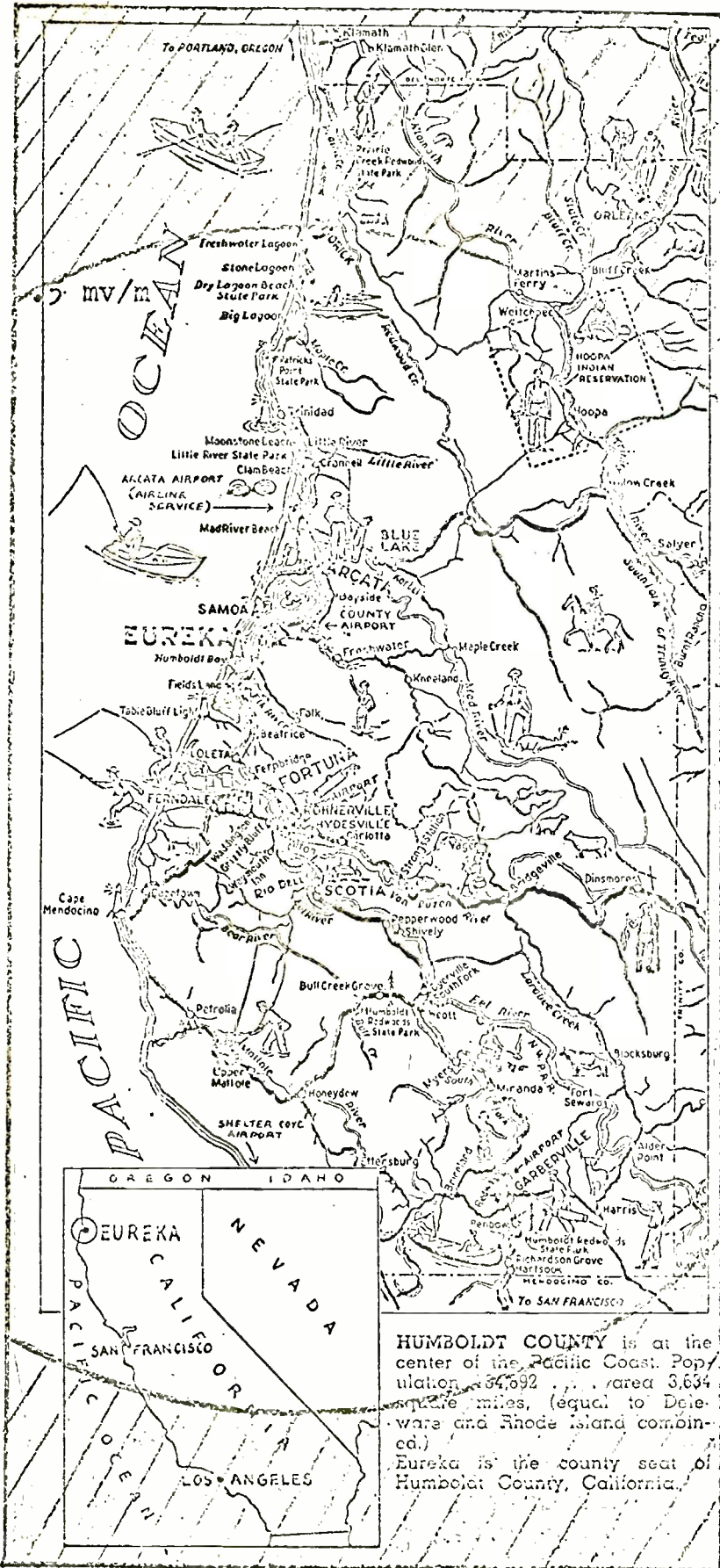
COUNTY	KMJ MARKET COVERAGE AREA							
	MARKET DATA		COVERAGE		NCS CIRCULATION			
	HOMES IN AREA		WEEKLY TOTAL		DAYTIME		NIGHTTIME	
	TOTAL	RADIO	HOMES REACHED	%	WEEKLY	%	WEEKLY	%
FRESNO	109,300	98,590	51,260	52	51,260	52	22,670	23
KERN	87,100	77,610	13,190	17	12,410	16	8,530	11
KINGS	14,200	12,600	8,560	68	8,310	66	5,670	45
MADERA	11,800	10,200	7,340	72	7,030	69	3,870	38
MARIPOSA	1,800	1,690	820	49	790	47	470	28
MERCED	26,100	22,260	8,450	38	7,790	35	4,670	21
SAN BENITO	4,600	4,010	400	10	400	10	320	8
SAN LUIS OBISPO	26,400	24,210	3,630	15	3,380	14	LT	LT
TULARE	49,000	43,560	22,210	51	21,340	49	11,760	27
STATION TOTAL	330,300	294,730	115,860		112,710		57,960	

KMPC...STILL THE "STATION OF THE STARS."

Some thirty years ago, KMPC adopted the name "Station of the Stars." The name was appropriate because, at one time or another, most of the motion picture industry's celebrities appeared before KMPC's microphones. Times change, but in an important sense, KMPC hasn't. We still feature Stars...personalities who appear in national and television commercials, television programs, motion pictures and as recording artists. ■ Here is a summary of the credits the KMPC personalities have amassed in the past year: 29 national television commercials, 22 national radio commercials, 8 motion pictures, 10 recordings, 46 network or syndicated television programs and 21 local or regional radio commercials. ■ The same skills that make these men so much in demand are very much to the advantage of all KMPC advertisers. Whether your commercial is live or taped it gets star treatment from the finest group of professionals in Radio. So, why not make good in Hollywood! Just call KMPC.



KNCR COVERAGE MAP



YOU'RE IN THE GIANT REACH OF
NORTH COAST RADIO

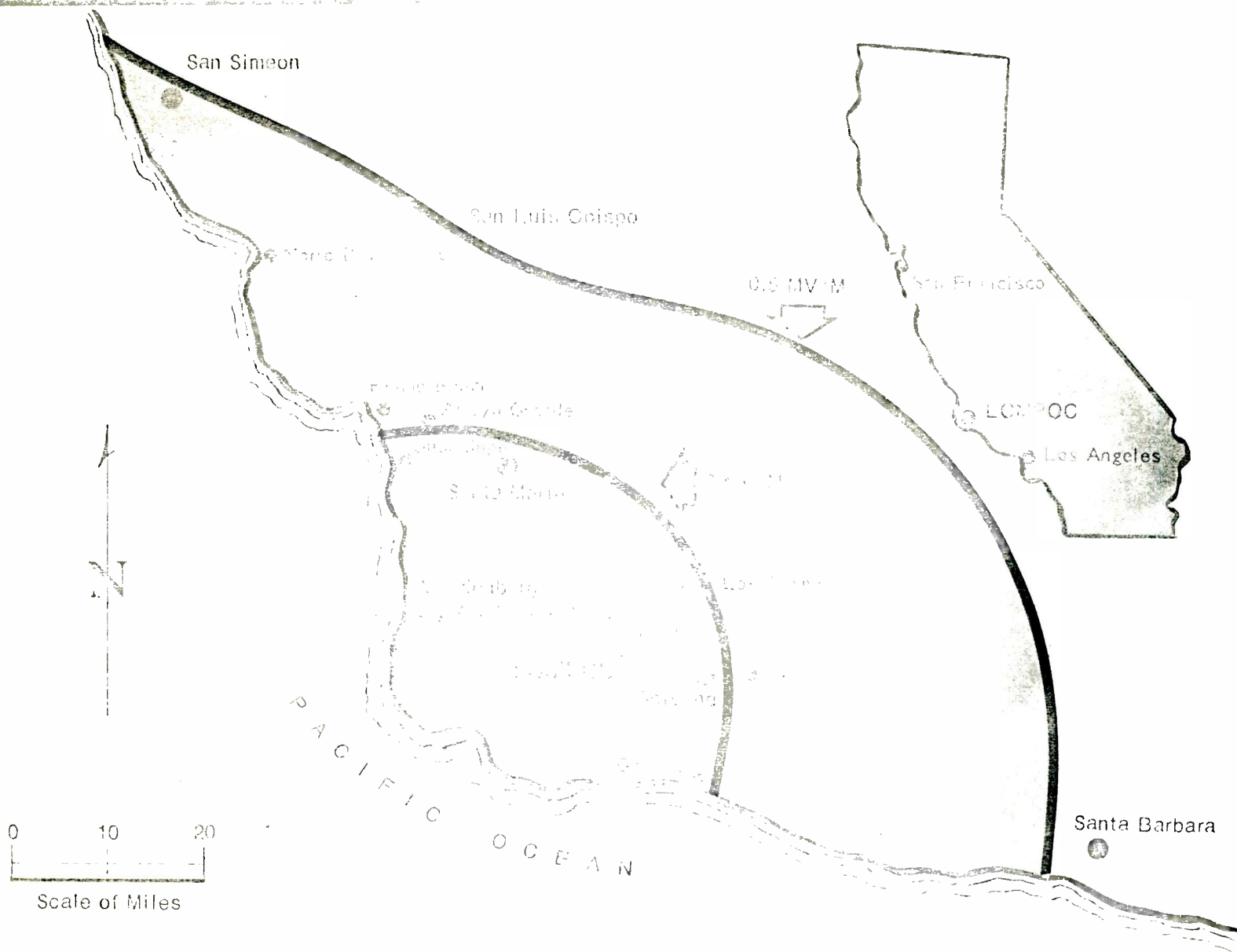
SERVING ALL OF HUMBOLDT COUNTY WITH
BETTER MUSIC

10,000 WATTS!

CLEAR CHANNEL 1090

ABC FOR THE NORTH COAST

KNEZ 96



360 Kc., the Mighty 96 . . . Lompoc's only Full Time AM Station located in Lompoc, California, in the Valley of the Flowers . . . Lompoc, the home of Vandenberg Air Force Base, the Space Capital of the Free World . . . KNEZ serves a population of 59,190 in Lompoc, Vandenberg and the Santa Ynez Valley. Top Forty Music with Top Forty Rock and Non-Rock, good listening from 5:00 A.M. until Midnight. News every hour on the hour, headlines on the half hour, and special events and local news with mobile unit on the scene reports . . . live weather reports from the weather bureau, live stock market reports from the NYSE branch office boardroom . . . live play by play sports coverage of two high schools, Lompoc and Cabrillo Highs . . . also the service of UPI, to complete the news picture . . .

REPRESENTED BY GRANT, VETZ, AND CO.

Mailing Address: P.O. Box 956 Street Address: 722 North Hill Street Lompoc, California 93436 Phone: 805 REgent 6-3496

A Division of The Radio Corporation of America

LOMPOC, CALIFORNIA

KINGS

From the Sierra to the Sea
 From the Ridge Route to Stockton
 620 Kilocycles - - - 24 hours a day



Mailing address: P.O. BOX 49
 HANFORD, CALIFORNIA 93230
 Phone: 582-0361

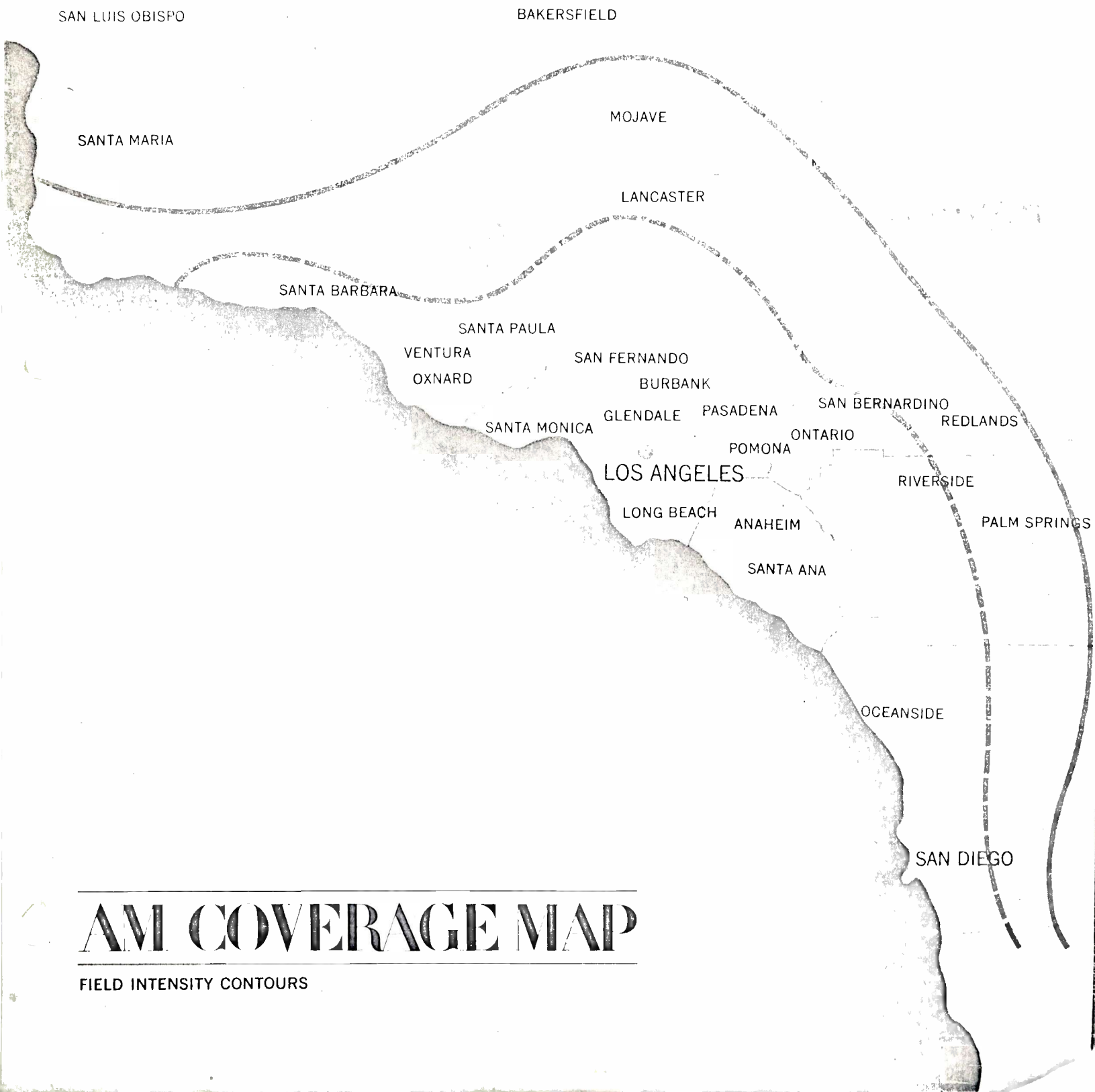
VISALIA Phone: 732-3980

FRESNO-TULARE Phone: 361-6181

THE WESTERN COUNTRY SOUND

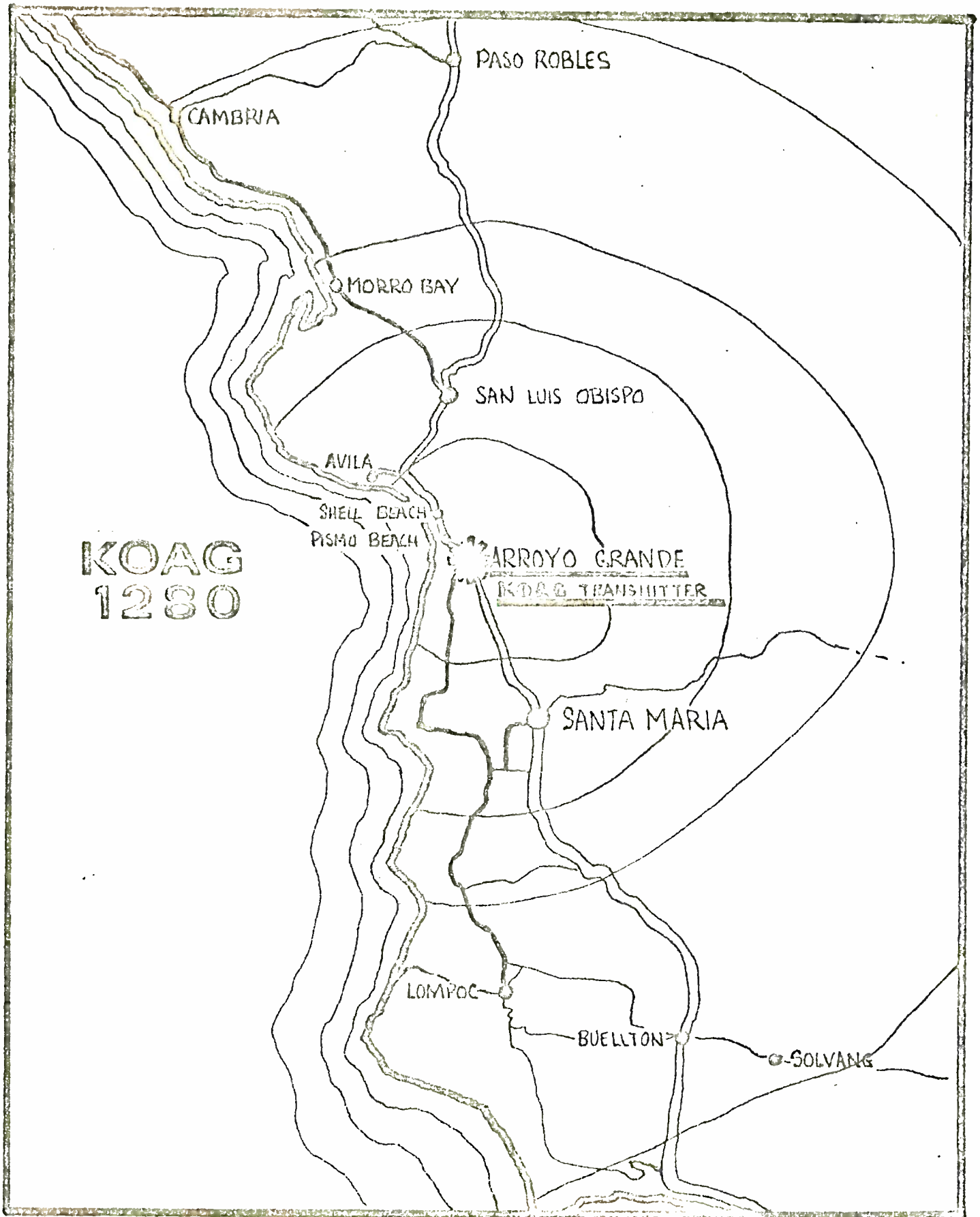
KNIX NEWSRAD 1070

6121 Sunset Boulevard/Hollywood, California 90028, Telephone (213) 464-1212 CBS Owned



AM COVERAGE MAP

FIELD INTENSITY CONTOURS



KOAG
1280

PASO ROBLES

CAMBRIA

MORRO BAY

SAN LUIS OBISPO

AVILA

SHELL BEACH
PISMO BEACH

ARROYO GRANDE

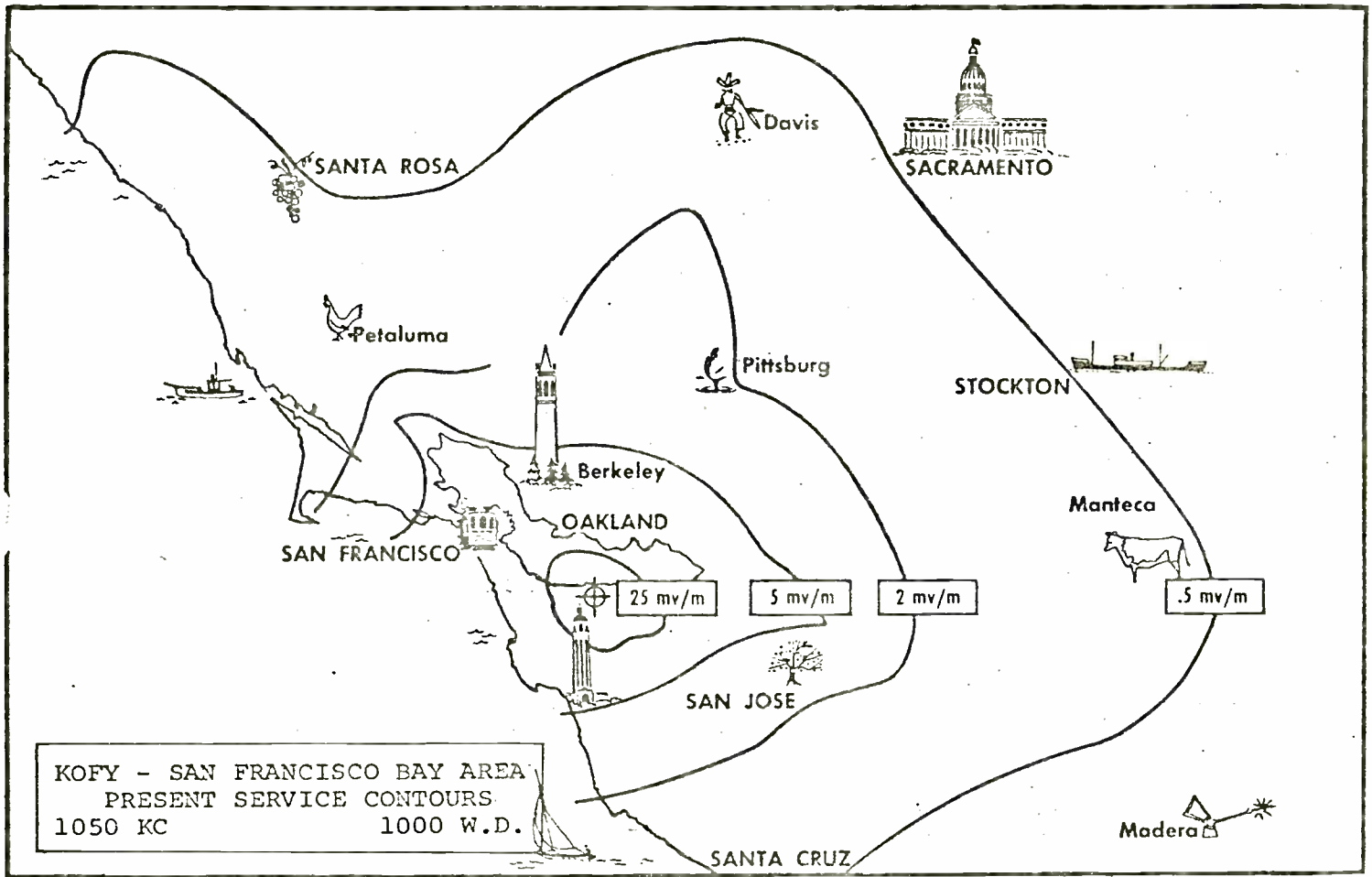
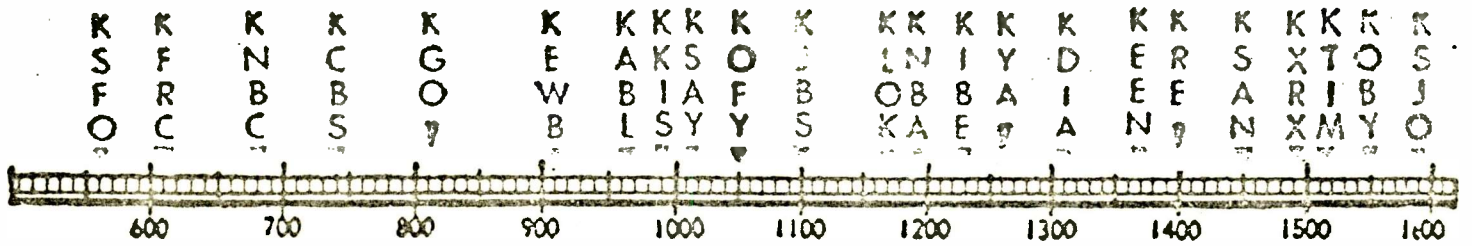
KOAG TRANSMITTER

SANTA MARIA

LOMPOC

BUELLTON

SOLVANG



RADIO STATION KOFY
100 CALIFORNIA STREET
SAN FRANCISCO 11, CALIFORNIA
YUkon 2-9933

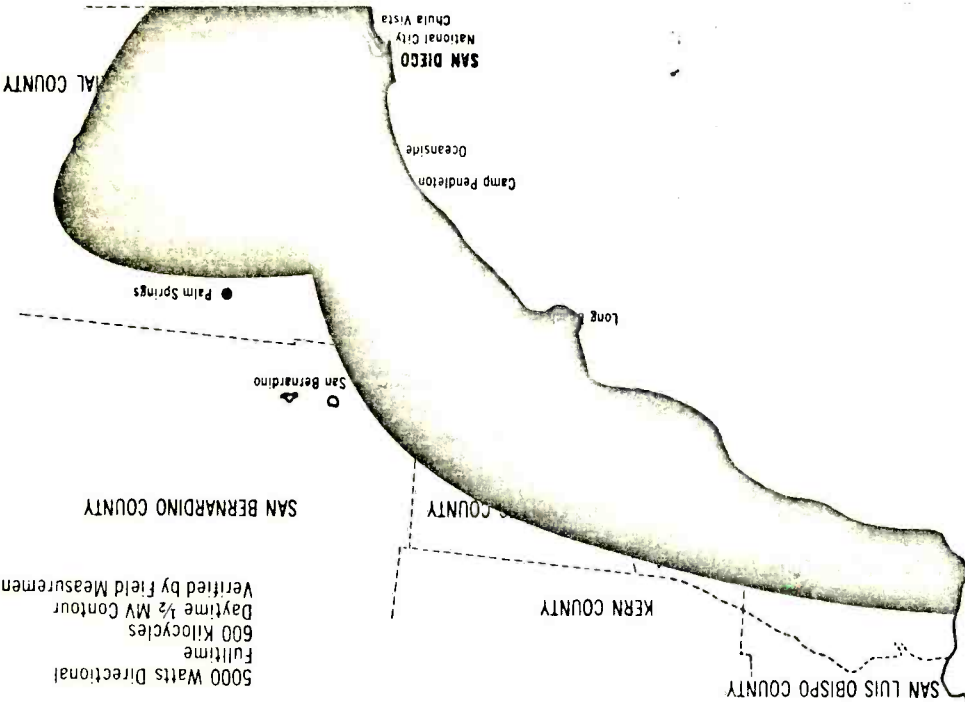
F. T. CRENNAN - General Manager
JESS CARLOS, Manager, Spanish Programs
IRENE TURNER - Office Manager

1970 SAN DIEGO PADRES SCHEDULE

DAY	DATE	OPPONENT	SITE	DAY	DATE	OPPONENT	SITE	DAY	DATE	OPPONENT	SITE	DAY	DATE	OPPONENT	SITE
Tues.	April 7	Atlanta	San Diego	Tues.	May 12	San Francisco	San Diego	Tues.	June 16	St. Louis	San Diego	Fri.	July 24	Philadelphia	Philadelphia
Wed.	April 8	Atlanta	San Diego	Wed.	May 13	San Francisco	San Diego	Wed.	June 17	St. Louis	San Diego	Sat.	July 25	Philadelphia	Philadelphia
Thurs.	April 9	Atlanta	San Diego	Thurs.	May 14	Houston	San Diego	Fri.	June 19	San Francisco	San Diego	Sun.	July 26	Philadelphia	Philadelphia
Fri.	April 10	Los Angeles	Los Angeles	Fri.	May 15	Houston	San Diego	Sat.	June 20	San Francisco	San Diego	Tues.	July 28	Montreal	Montreal
Sat.	April 11	Los Angeles	Los Angeles	Sat.	May 16	Houston	San Diego	Sun.	June 21	San Francisco	San Diego	Wed.	July 29	Montreal	Montreal
Sun.	April 12	Los Angeles	Los Angeles	Sun.	May 17	Houston	San Diego	Mon.	June 22	Houston	Houston	Fri.	July 31	New York	New York
Mon.	April 13	Cincinnati	Cincinnati	Mon.	May 18	Los Angeles	San Diego	Tues.	June 23	Houston	Houston	Sat.	Aug. 1	New York	New York
Tues.	April 14	Cincinnati	Cincinnati	Tues.	May 19	Los Angeles	San Diego	Wed.	June 24	Houston	Houston	Sun.	Aug. 2	New York	New York (2)
Wed.	April 15	Atlanta	Atlanta	Wed.	May 20	Los Angeles	San Diego	Fri.	June 26	Los Angeles	Los Angeles	Mon.	Aug. 3	Cincinnati	San Diego
Thurs.	April 16	Atlanta	Atlanta	Fri.	May 22	San Francisco	San Francisco	Sat.	June 27	Los Angeles	Los Angeles	Tues.	Aug. 4	Cincinnati	San Diego
Fri.	April 17	Houston	Houston	Sat.	May 23	San Francisco	San Francisco	Sun.	June 28	Los Angeles	Los Angeles	Wed.	Aug. 5	Houston	San Diego
Sat.	April 18	Houston	Houston	Sun.	May 24	San Francisco	San Francisco (2)	Tues.	June 30	San Francisco	San Francisco	Thurs.	Aug. 6	Houston	San Diego
Sun.	April 19	Houston	Houston	Mon.	May 25	Cincinnati	San Diego	Wed.	July 1	San Francisco	San Francisco	Fri.	Aug. 7	Atlanta	San Diego (2)
Tues.	April 21	New York	New York	Tues.	May 26	Cincinnati	San Diego (2)	Fri.	July 3	Atlanta	Atlanta (2)	Sun.	Aug. 9	Atlanta	San Diego
Wed.	April 22	New York	New York	Wed.	May 27	Cincinnati	San Diego	Sat.	July 4	Atlanta	Atlanta	Tues.	Aug. 11	St. Louis	St. Louis
Fri.	April 24	Philadelphia	San Diego	Sat.	May 30	Chicago	Chicago (2)	Sun.	July 5	Atlanta	Atlanta	Wed.	Aug. 12	St. Louis	St. Louis
Sat.	April 25	Philadelphia	San Diego	Sun.	May 31	Chicago	Chicago	Mon.	July 6	Cincinnati	Cincinnati	Thurs.	Aug. 13	St. Louis	St. Louis
Sun.	April 26	Philadelphia	San Diego	Mon.	June 1	Pittsburgh	Pittsburgh	Tues.	July 7	Cincinnati	Cincinnati	Fri.	Aug. 14	Pittsburgh	Pittsburgh
Mon.	April 27	Montreal	San Diego	Tues.	June 2	Pittsburgh	Pittsburgh	Sat.	July 8	Cincinnati	Cincinnati	Sat.	Aug. 15	Pittsburgh	Pittsburgh
Tues.	April 28	Montreal	San Diego	Wed.	June 3	Pittsburgh	Pittsburgh	Thurs.	July 9	Cincinnati	Cincinnati	Mon.	Aug. 16	Pittsburgh	Pittsburgh
Wed.	April 29	Montreal	San Diego	Fri.	June 5	St. Louis	St. Louis	Fri.	July 10	Los Angeles	San Diego	Sun.	Aug. 17	Chicago	Chicago
Fri.	May 1	New York	San Diego	Sat.	June 6	St. Louis	St. Louis	Sat.	July 11	Los Angeles	San Diego	Tues.	Aug. 18	Chicago	Chicago
Sat.	May 2	New York	San Diego	Sun.	June 7	St. Louis	St. Louis	Sun.	July 12	Los Angeles	San Diego	Wed.	Aug. 19	Chicago	Chicago
Sun.	May 3	New York	San Diego (2)	Tues.	June 9	Chicago	San Diego	Thurs.	July 16	Philadelphia	San Diego	Fri.	Aug. 21	St. Louis	San Diego
Tues.	May 5	Philadelphia	Philadelphia	Wed.	June 10	Chicago	San Diego	Fri.	July 17	Philadelphia	San Diego	Sat.	Aug. 22	St. Louis	San Diego
Wed.	May 6	Philadelphia	Philadelphia	Thurs.	June 11	Chicago	San Diego	Sat.	July 18	Philadelphia	San Diego	Sun.	Aug. 23	St. Louis	San Diego
Thurs.	May 7	Philadelphia	Philadelphia	Fri.	June 12	Pittsburgh	San Diego	Sun.	July 19	Montreal	San Diego (2)	Mon.	Aug. 24	Pittsburgh	San Diego
Fri.	May 8	Montreal	Montreal	Sat.	June 13	Pittsburgh	San Diego	Mon.	July 20	Montreal	San Diego	Tues.	Aug. 25	Pittsburgh	San Diego
Sat.	May 9	Montreal	Montreal	Sun.	June 14	Pittsburgh	San Diego	Tues.	July 21	New York	San Diego	Wed.	Aug. 26	Pittsburgh	San Diego
Sun.	May 10	Montreal	Montreal	Mon.	June 15	St. Louis	San Diego	Wed.	July 22	New York	San Diego	Thurs.	Aug. 27	Chicago	San Diego
Mon.	May 11	San Francisco	San Diego												

KOGO RADIO 600

P. O. Box 628
San Diego, California 92112



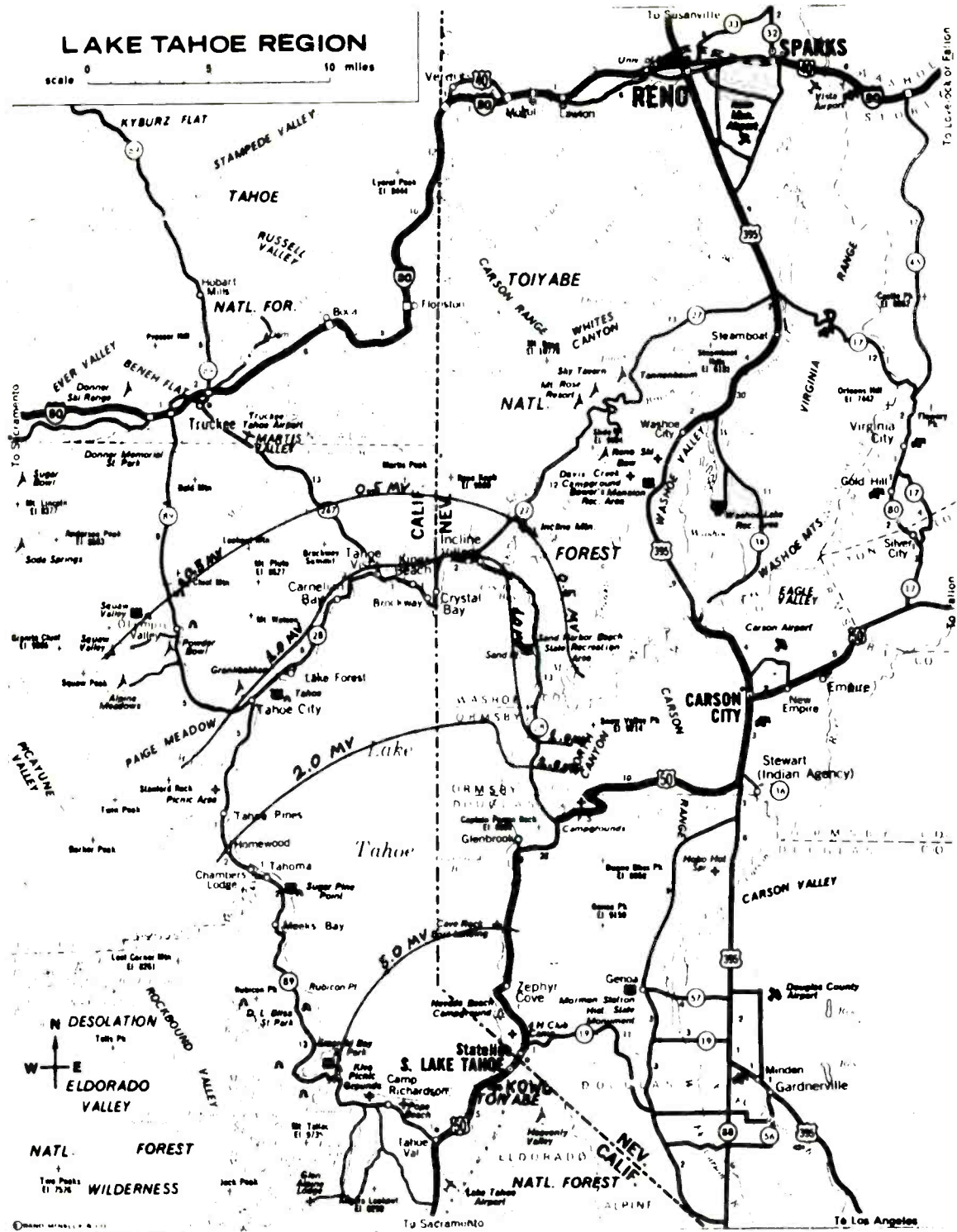
- SAN FRANCISCO • One California Building
- ST. LOUIS • 915 Olive Street
- PHILADELPHIA • 1100 Land Title Building
- LOS ANGELES • 5455 Wilshire Boulevard
- DETROIT • 2846 Penobscot Building
- DALLAS • 3505 Turtle Creek Boulevard
- CHICAGO • Equitable Building
- ATLANTA • 1447 Peachtree Street, N.E.
- NEW YORK • 245 Park Avenue
- KATZ Radio, National Representatives



- Clayton H. Brace, Vice President & General Manager
- Wilson Edwards, Station Manager
- U. S. Altman, Local Sales Manager
- Dick Roberts, Program Director
- Hank Bottiger, Merchandising Manager
- Keith Nicholson, Promotion Director
- Pat Downs, Special Sales Director

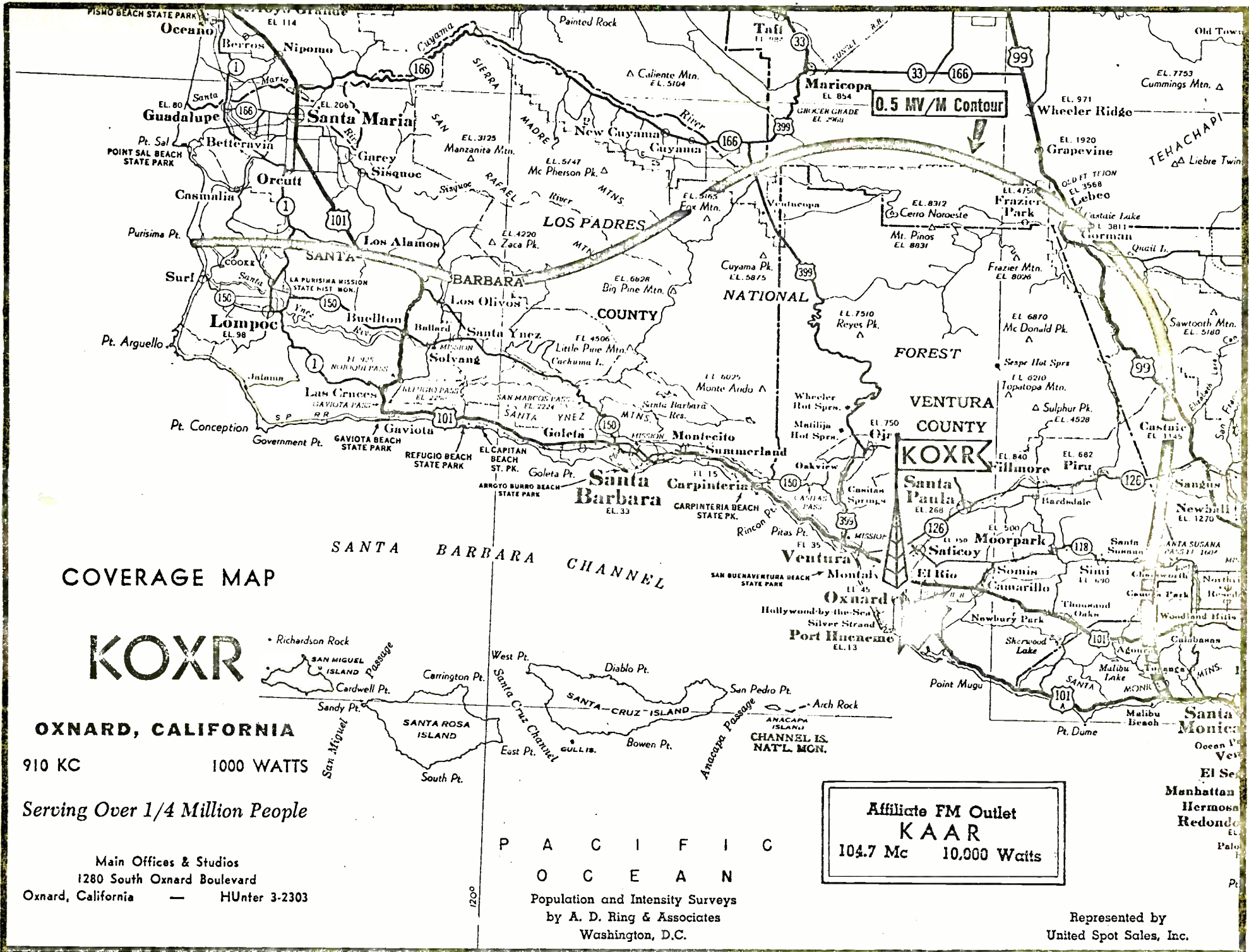
Spring 70/KOGO RADIO 600/NBC For San Diego

KOWL, 1.0 KW, 1490KHZ, BIJOU, CALIFORNIA



FIELD STRENGTH CONTOURS INTERPOLATED FROM ACTUAL FIELD MEASUREMENTS MADE WITH A NEMS CLARK FIELD INTENSITY METER

PREPARED BY FRANK WAY, RENO, NEVADA
B. S. PHYSICS
B. S. ELECTRICAL ENG.



COVERAGE MAP

KOXR

OXNARD, CALIFORNIA

910 KC 1000 WATTS

Serving Over 1/4 Million People

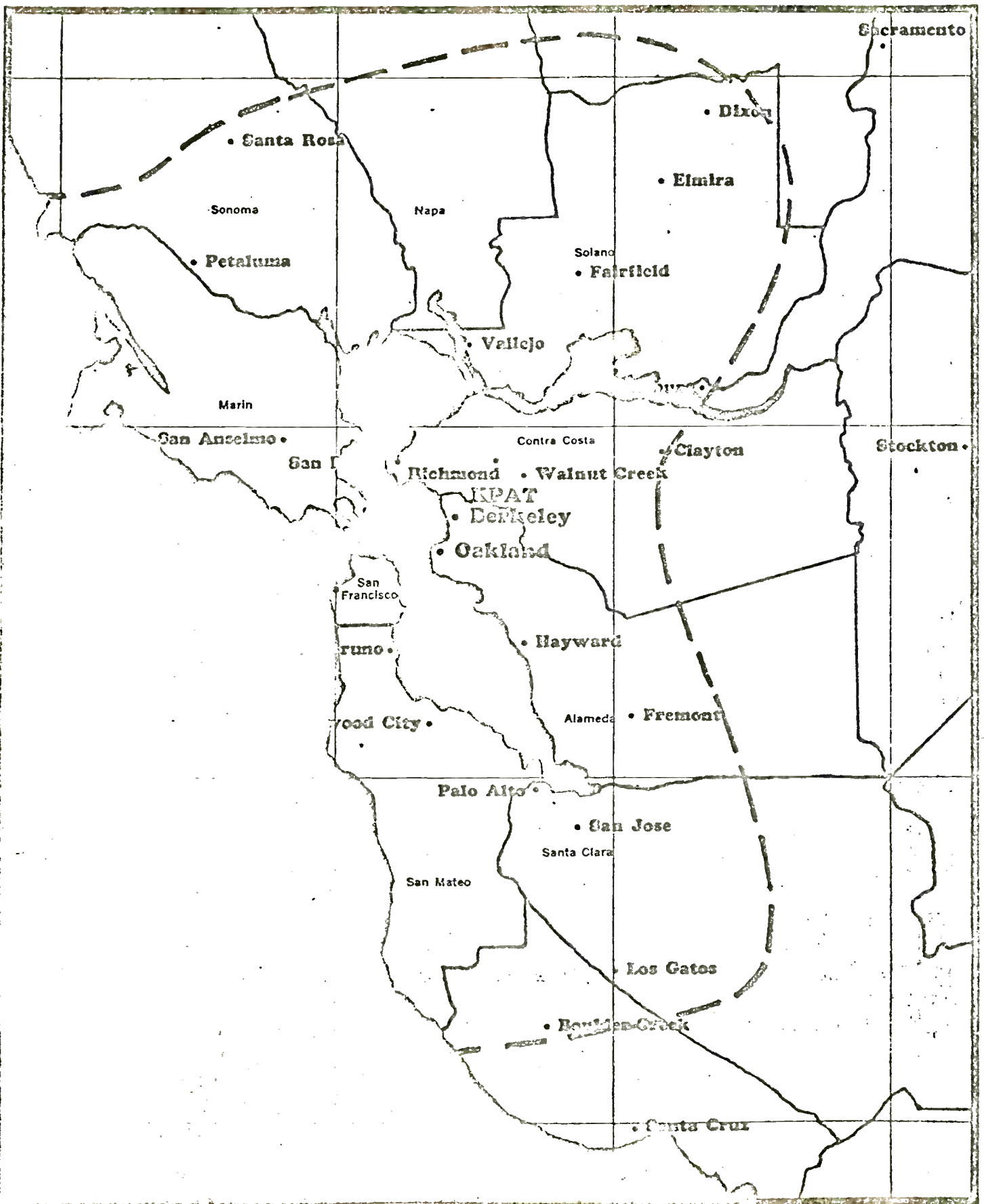
Main Offices & Studios
 1280 South Oxnard Boulevard
 Oxnard, California — HUinter 3-2303

P A C I F I C
 O C E A N

Population and Intensity Surveys
 by A. D. Ring & Associates
 Washington, D.C.

Affiliate FM Outlet
KAAR
 104.7 Mc 10,000 Watts

Represented by
 United Spot Sales, Inc.

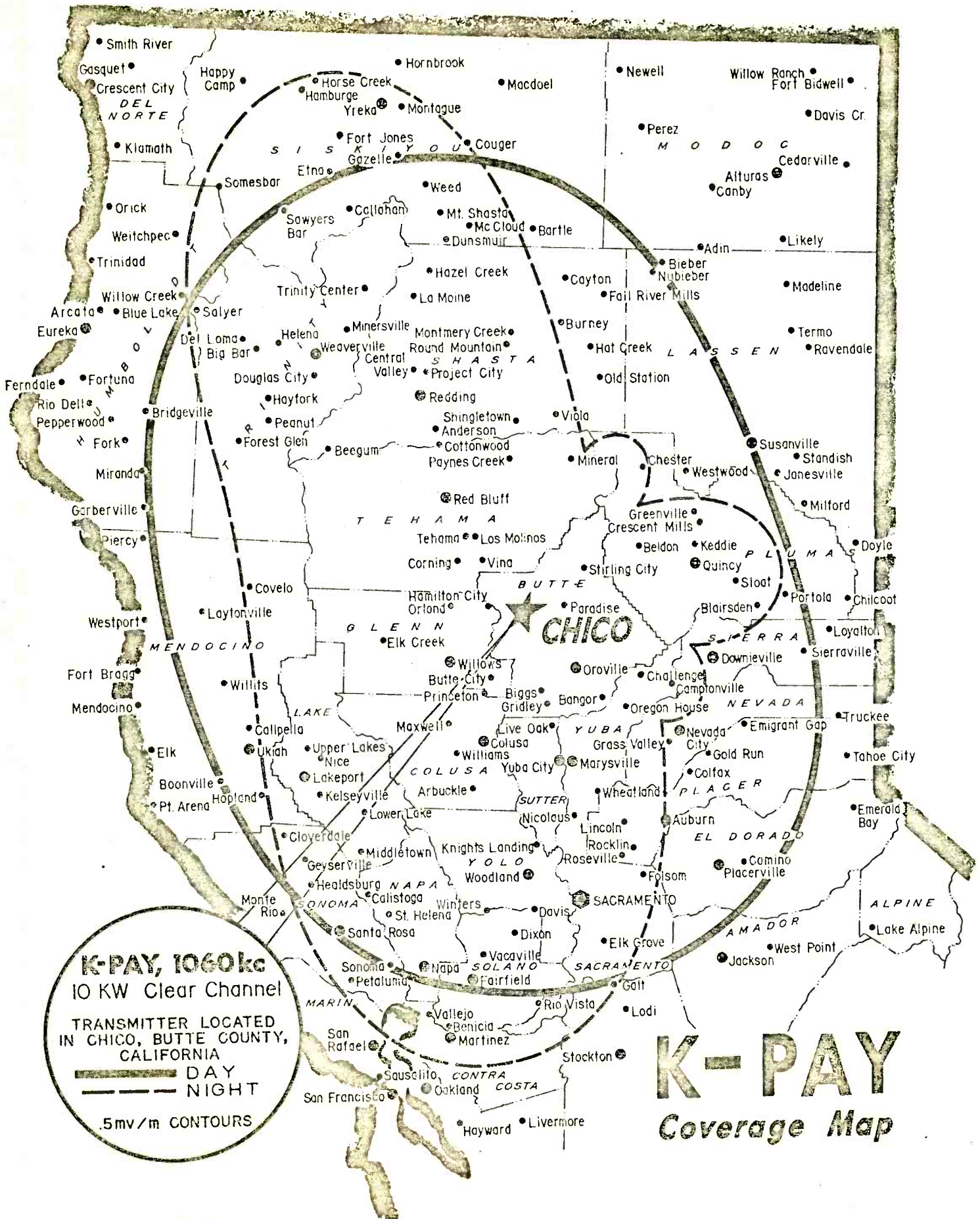


THE KPAT-AM COVERAGE AREA DAYTIME 0.5 MV/M CONTOUR

Consulting Engineers Gaultney & Jones, Washington, D.C.

Wave length KPAT 1400 AM.

KPAT-1400-Berkeley



Smith River

Gasquet

Crescent City

DEL NORTE

Klamath

Orick

Weitchpec

Trinidad

Willow Creek

Arcata

Blue Lake

Eureka

Ferndale

Fortuna

Rio Dell

Pepperwood

Fork

Miranda

Garberville

Piercy

Westport

Mendocino

Fort Bragg

Mendocino

Elk

Boonville

Pt. Arena

Hopland

Ukiah

Upper Lakes

Nice

Lakeport

Kelseyville

Lower Lake

Cloverdale

Geyserville

Healdsburg

Calistoga

Santa Rosa

Sonoma

Petaluma

San Rafael

San Francisco

Sausalito

Oakland

Hayward

Happy Camp

Horse Creek

Hamburge

Yreka

Gazelle

Etna

Somesbar

Sawyers Bar

Trinity Center

Del Loma

Big Bar

Helena

Weaverville

Douglas City

Hayfork

Peanut

Forest Glen

Beegum

Covelo

Laytonville

Willits

Callipella

Ukiah

Upper Lakes

Nice

Lakeport

Kelseyville

Lower Lake

Cloverdale

Geyserville

Healdsburg

Calistoga

Santa Rosa

Sonoma

Petaluma

San Rafael

San Francisco

Sausalito

Oakland

Hayward

Livermore

Stockton

Gait

Lodi

Elk Grove

Dixon

Hornbrook

Maddoel

Newell

Willow Ranch

Fort Bidwell

Davis Cr

Perez

Modoc

Cedarville

Alturas

Canby

Adin

Likely

Bieber

Nubieber

Madeline

Termino

Ravendale

Old Station

Mineral

Chester

Westwood

Susanville

Standish

Janesville

Milford

Blairsville

Portola

Chilcoot

Loyalton

Sierraville

Truckee

Tahoe City

Emerald Bay

Elk Grove

Dixon

Stockton

Gait

Lodi

Elk Grove

Dixon

Stockton

Gait

Lodi

Elk Grove

Dixon

Fort Jones

Montague

Couger

Weed

Callaghan

Mt. Shasta

McCloud

Bartle

Dunsmuir

Hazel Creek

La Moine

Montgomery Creek

Round Mountain

Central Valley

Project City

Redding

Shingletown

Anderson

Cottonwood

Paynes Creek

Red Bluff

Tehama

Los Molinos

Corning

Vina

Hamilton City

Orland

Elk Creek

Willows

Butte City

Princeton

Maxwell

Live Oak

Colusa

Williams

Yuba City

Marysville

Wheatland

Nicolaus

Lincoln

Rocklin

Roseville

Folsom

Sacramento

Sacramento

Sacramento

Fort Jones

Montague

Couger

Weed

Callaghan

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Callaghan

Mt. Shasta

McCloud

Bartle

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La Moine

Montgomery Creek

Round Mountain

Central Valley

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Wheatland

Nicolaus

Lincoln

Rocklin

Roseville

Folsom

Sacramento

Sacramento

Sacramento

Fort Jones

Montague

Couger

Weed

Callaghan

Mt. Shasta

McCloud

Bartle

Dunsmuir

Hazel Creek

La Moine

Montgomery Creek

Round Mountain

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Cottonwood

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Colusa

Williams

Yuba City

Marysville

Wheatland

Nicolaus

Lincoln

Rocklin

Roseville

Folsom

Sacramento

Sacramento

Sacramento

Fort Jones

Montague

Couger

Weed

Callaghan

Mt. Shasta

McCloud

Bartle

Dunsmuir

Hazel Creek

La Moine

Montgomery Creek

Round Mountain

Central Valley

1000 Watts

1230 On The Dial

Non-Directional

18½ Hours A Day

KPRL PASO ROBLES CALIFORNIA

PASO ROBLES' LOCAL NEWS STATION

COVERING THE RICH CENTRAL COAST AREA OF 50,000

PROGRAMMING

Complete Local News Coverage 24 Hours A Day
Music For Everyone
Associated Press News Service
Mutual Network

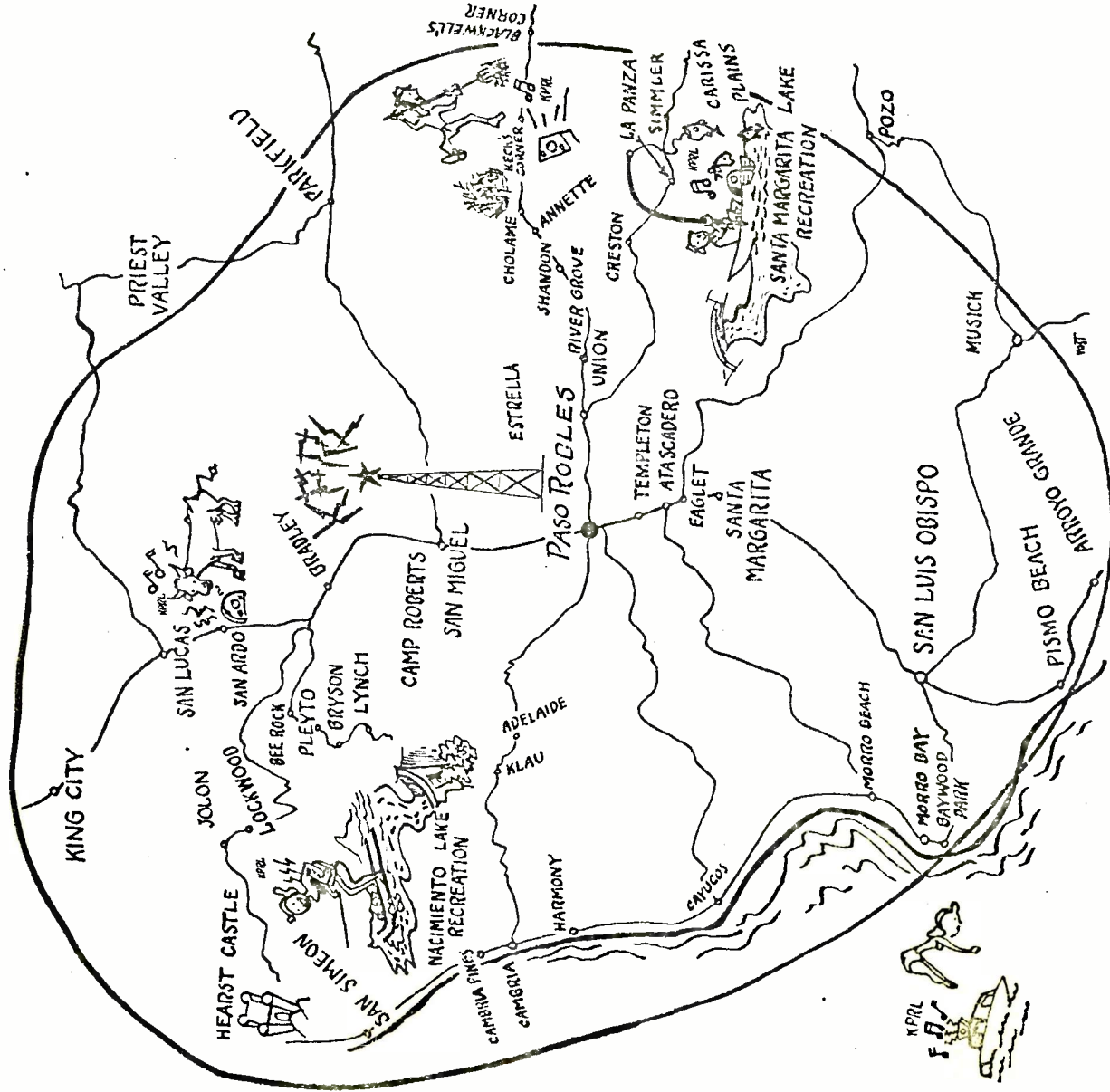
MERCHANDISING

Proven Sales
Personal Merchandising of Your Products
Constant Promotion of Your Products

KPRL HAS AND KEEPS ITS BIG AUDIENCE

The AP Considers KPRL A Model Local News Station

Mc.e And Better Sales With KPRL Selling!





PARDON US FOR
POPPING

Mountain In The Air

ratings plus

news

sports

editorial

SOUND

KQMS

REDDING

CALIFORNIA

The finest source in town

The most sell



the ultimate in broadcast enjoyment

REDDING
CALIFORNIA

REDDING
CALIFORNIA

REDDING
CALIFORNIA

REDDING
CALIFORNIA

KERIDU

Year of Radio Broadcasting

1130 kc

*Fresno
Dinuba
Reedley
Visalia
Hanford*

5 MV/M

*Serving Over
One Million People
with 1,000 Watts*

*A Full
Time
Station*

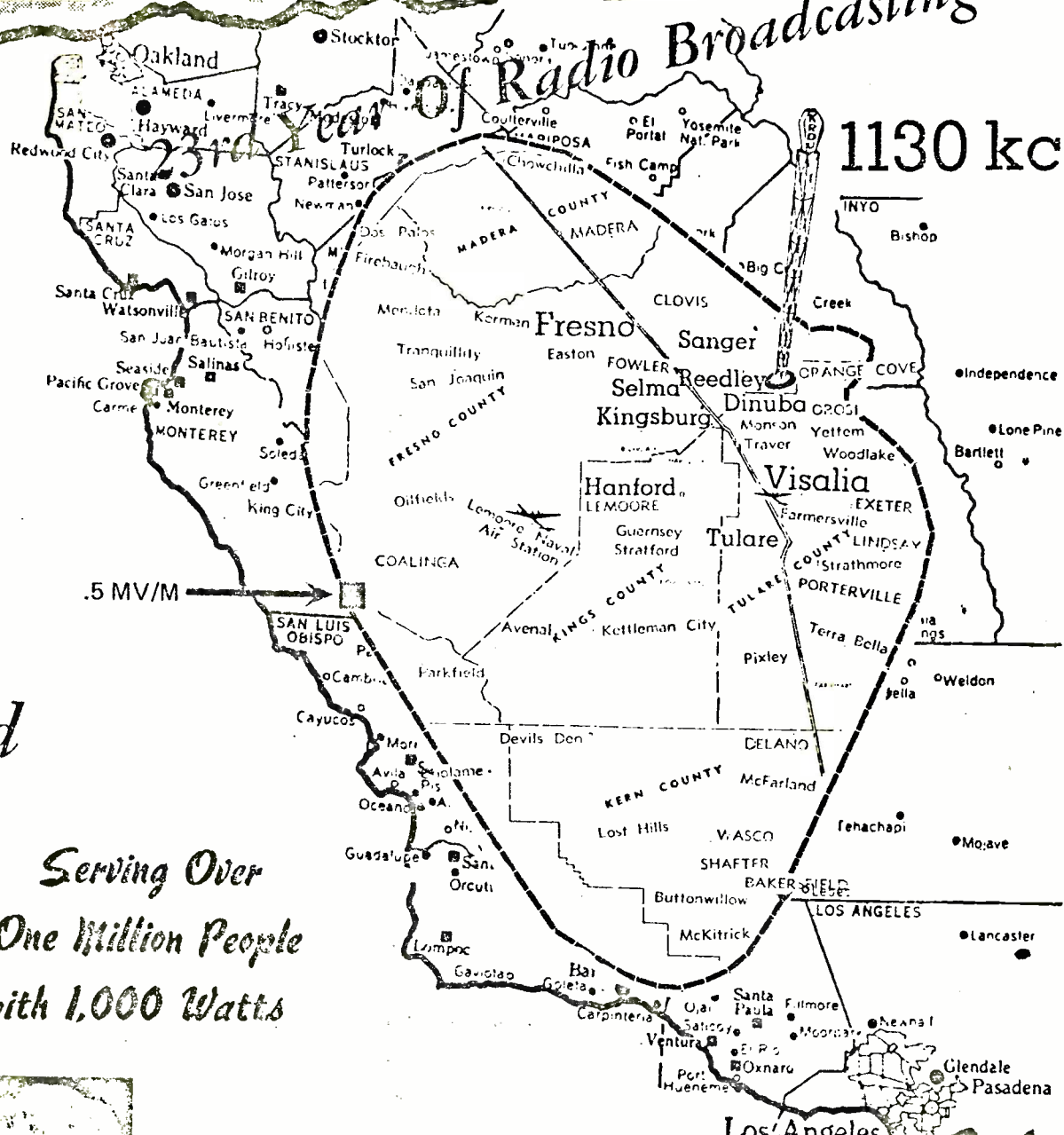


DAVE HOFER JR.
Co-owner, Manager



EGON HOFER
Co-owner, President

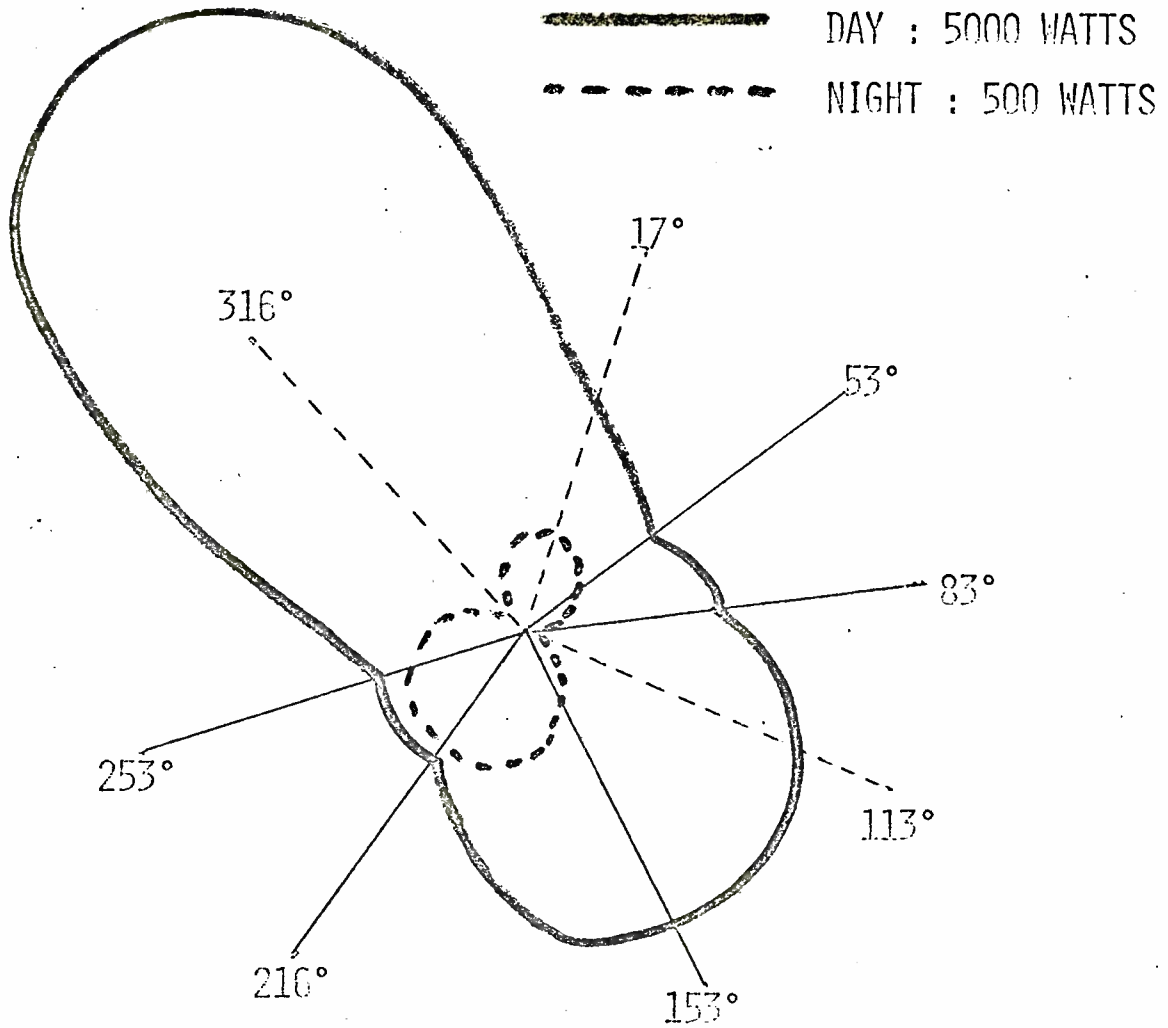
Telephone 209/
Dinuba . 591-1130
Fresno . 486-1130
P. O. Box 157,
Dinuba, Calif. 93618



K R E L

BOX 100 • CORONA, CALIFORNIA 91720 • DIAL 1370 • SERVING SOUTHERN CALIFORNIA • (714) 737-1370 - 683-1370

KREL PATTERNS



J. MILLER
CHIEF ENGINEER

... *A Brief
Description*

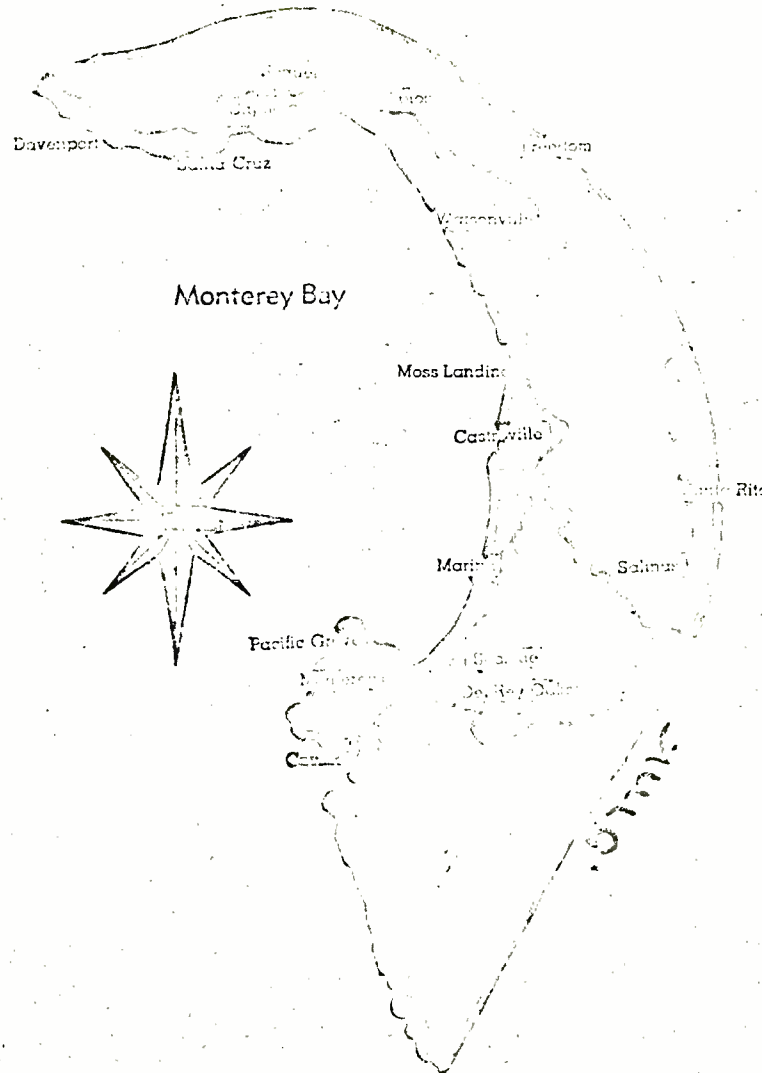
KRML

1410
RADIO

KRML Radio broadcasts from Carmel, California, on the scenic Monterey Peninsula, 125 miles South of San Francisco and 345 miles North of Los Angeles.

KRML is a 500 watt daytime station with studios and business offices in the Carmel Rancho Shopping Center. The transmitter is located at the mouth of the Carmel River in Carmel Valley. Broadcasting at a frequency of 1410 kilocycles, the station's music library has more than 5000 records available for virtually any type of programming.

COVERAGE MAP



KRML has an extremely responsive listening audience stretching as far North as Davenport, Santa Cruz, County, to as far South as Big Sur, Monterey.

The KRML listening area acts as a magnet attracting tourists the year round. Because of its delightful climate, the Monterey Peninsula in Santa Cruz County has become a veritable vacation paradise in California.

Represented by
Sandelberg Glass Company
San Francisco
Hollywood
New York

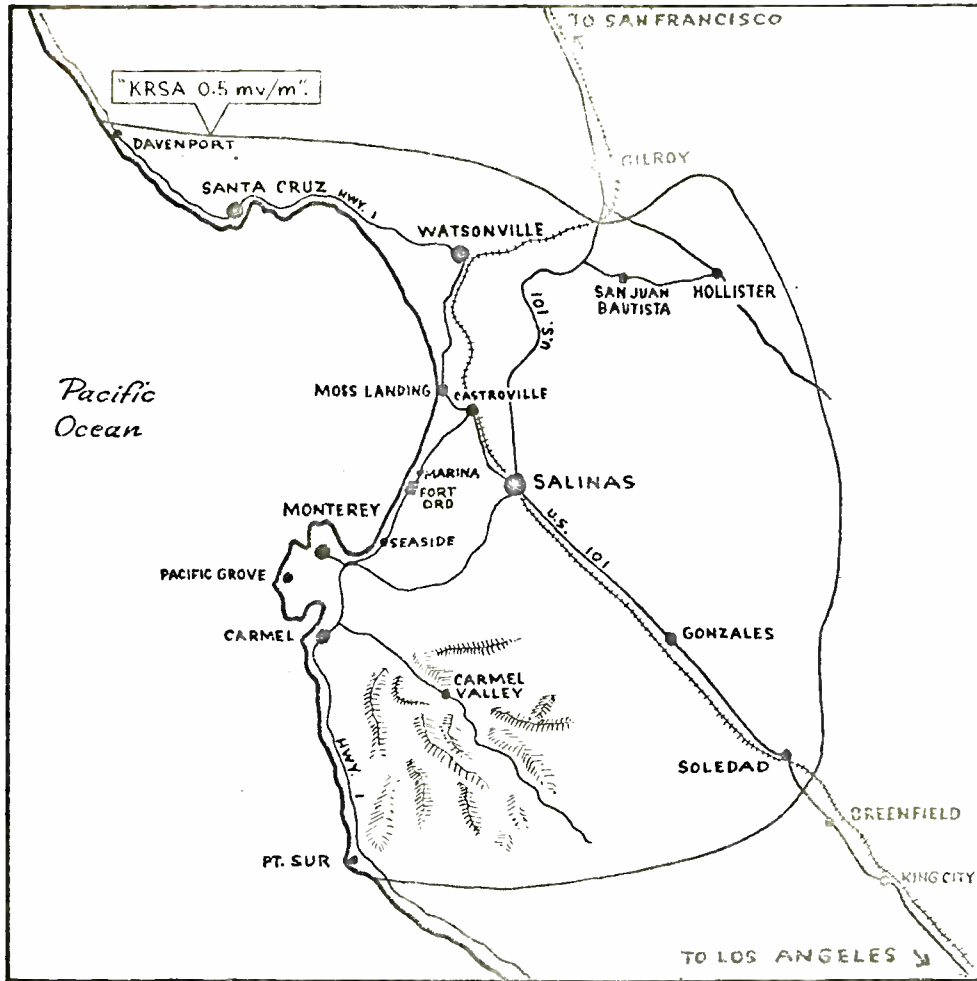


KRSA AM FM

1570 and 100.7 • P. O. Box 2138 • Salinas, California 93901 • Phone (408) 424-1428

Total **Country** Music

For The Central Coast of **California**



American
Information
Radio Network



*Tomorrow, KRSA will be the guest in the homes of thousands of housewives.
May we say something in your behalf?*

California's Newest Metropolitan Area!!!

**MONTEREY COUNTY
GROWTH FORECAST**

The Monterey County Planning Department offers these figures on County population both past, present and predicted:

1950	130,498
1955	164,200
1960	198,351
1965	236,250
1970	270,000
1980	405,000
1990	570,000

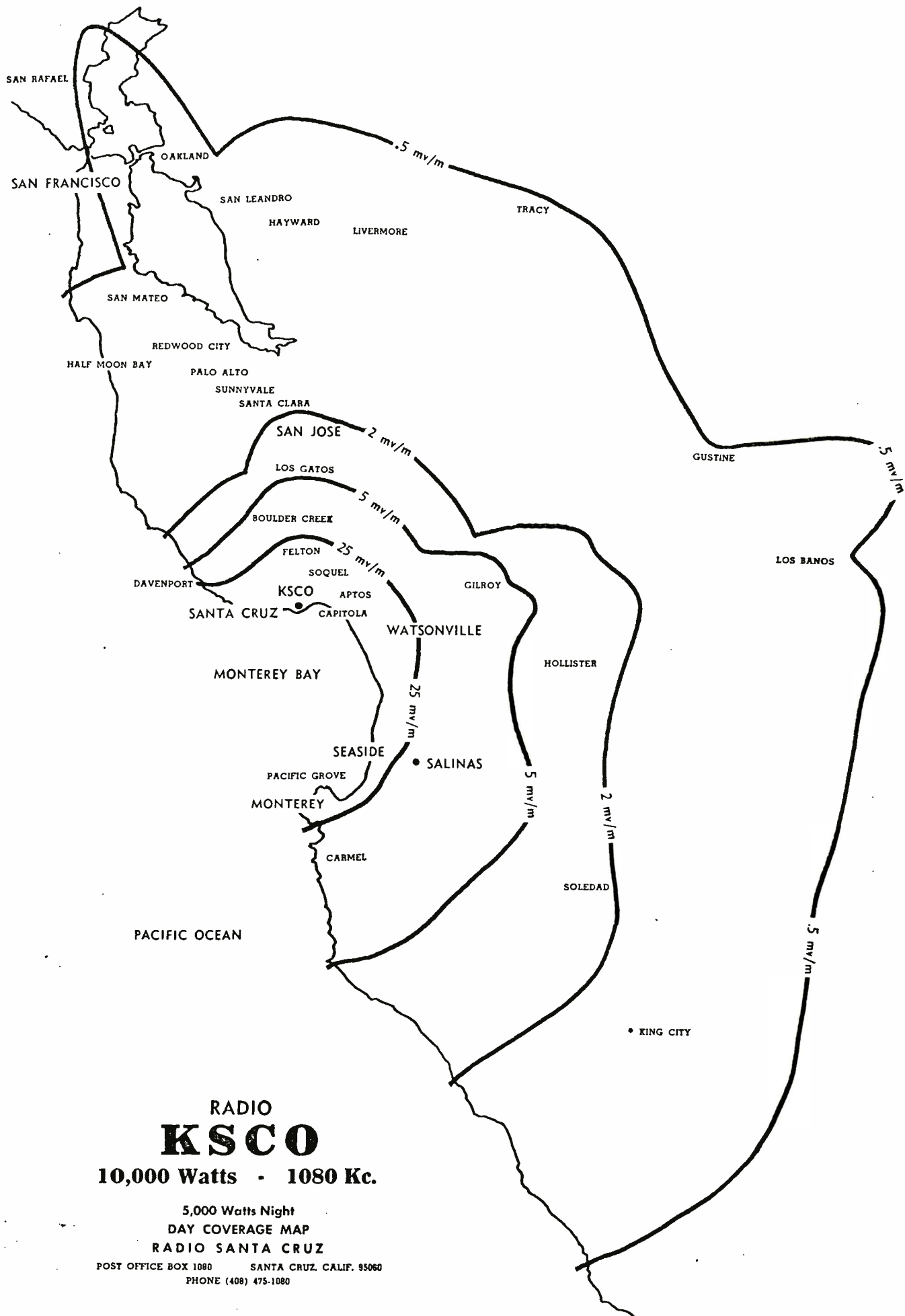
MARKET DATA

Trade Area	
Population (1968) . . .	370,000
Salinas 1968	
Retail Sales . . .	\$172,666,000
Monterey County	
1968 Retail Sales	\$410,713,000
Salinas Buying Income	
Per Household (1968)	\$10,006
Monterey County	
Buying Income	
Per Household (1968)	\$10,829

**AMAZING
SALINAS GROWTH**

City of Salinas growth in the past fifteen years has been amazing as these official figures show:

1930	10,263
1940	11,586
1950	13,917
1955	21,133
1960	28,957
1965	52,800
1968 (Estimated)	58,000



RADIO
KSCO

10,000 Watts - 1080 Kc.

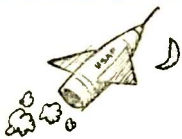
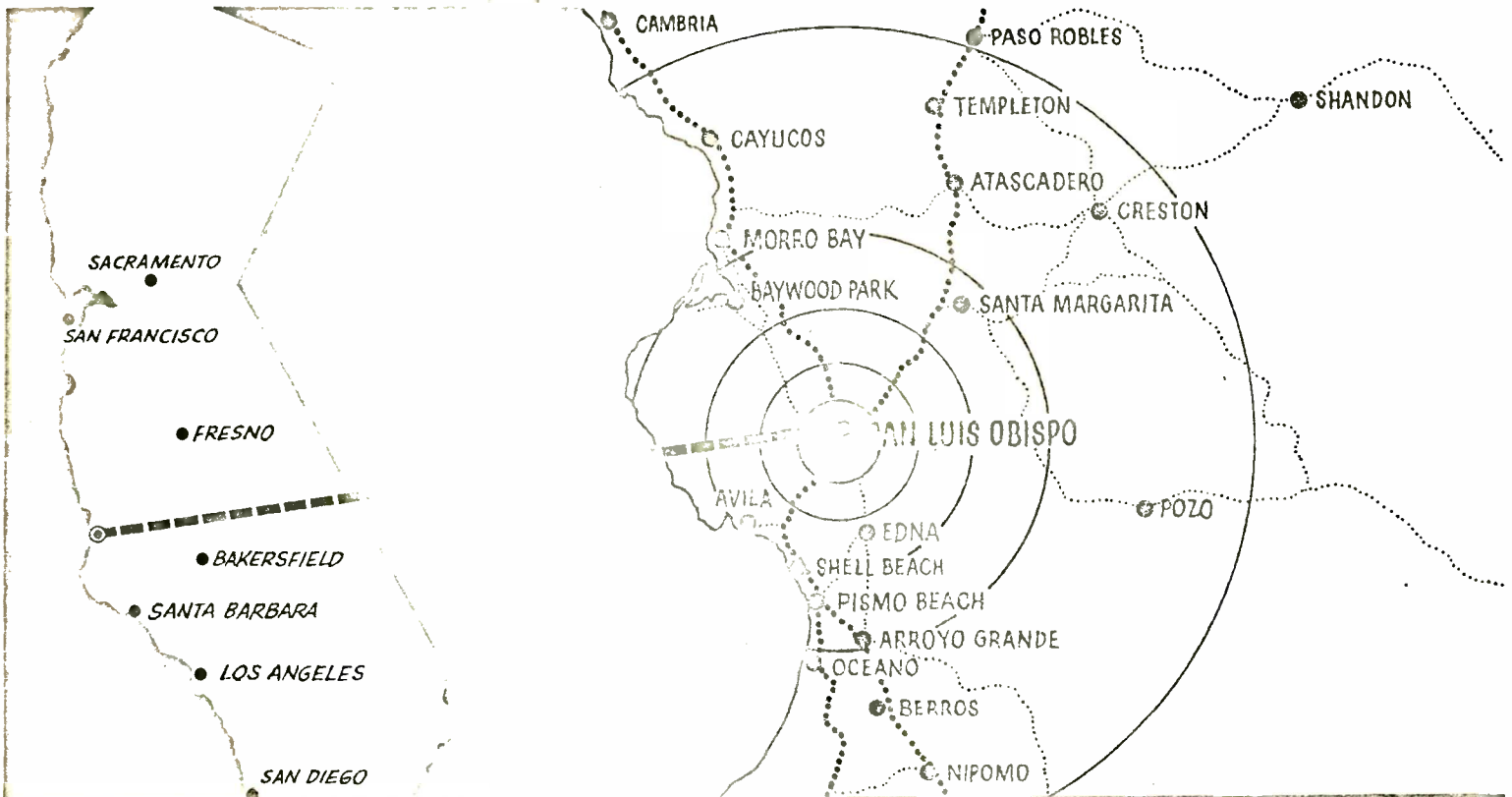
5,000 Watts Night
 DAY COVERAGE MAP
 RADIO SANTA CRUZ

POST OFFICE BOX 1080 SANTA CRUZ, CALIF. 95060
 PHONE (408) 475-1080

KSLY SAN LUIS OBISPO

COVERAGE MAP

0.5 MILLIVOLT CONTOUR AS PREPARED BY A. E. TOWNE,
CONSULTING ENGINEER, SAN FRANCISCO, CALIFORNIA



VANDENBERG

Nearby Vandenberg AF Base and Naval Missile Facility at Point Arguello—civilian and military personnel totaling 28,000—contribute \$8.8 million monthly to local economy.



HEARST CASTLE

Hearst Castle of San Simeon—one of world's greatest architectural wonders, displaying the fabulous Hearst art collection—attracts over 320,000 visitors annually.



CAL POLY

California State Polytechnic College—education in Applied Science and Practical Arts—8300 students and faculty and staff of 869—\$24 million building program underway. Add to this market the 1363 students of Cuesta College.



RECREATION

Morro Rock, rising 576 feet out of the Pacific, marks California's newest fishing and pleasure boating development—future site of multi-million dollar marina. Montaña de Oro, California's newest state park.



AGRICULTURE

Annual agricultural income totaling over \$50 million—includes large cattle holdings—livestock—vegetable and field crops.



INDUSTRY

Growing industrial developments, including varied manufacturing plants—large local, federal and state institutions—permanent, stable, year-round employment. \$150,000,000 nuclear power plant projected by Pacific Gas & Electric.

- Total retail sales in excess of \$120,000,000
- Over 34,250 radio homes
- At present 129 Grocery outlets
- At present 34 Drug stores
- At present 278 Restaurants
- At present 2586 Retail stores

POPULATION

County — San Luis Obispo

106,000

City — San Luis Obispo

37,660

(Includes resident college students)

(data from Research and Statistics Unit, State Board of Equalization)

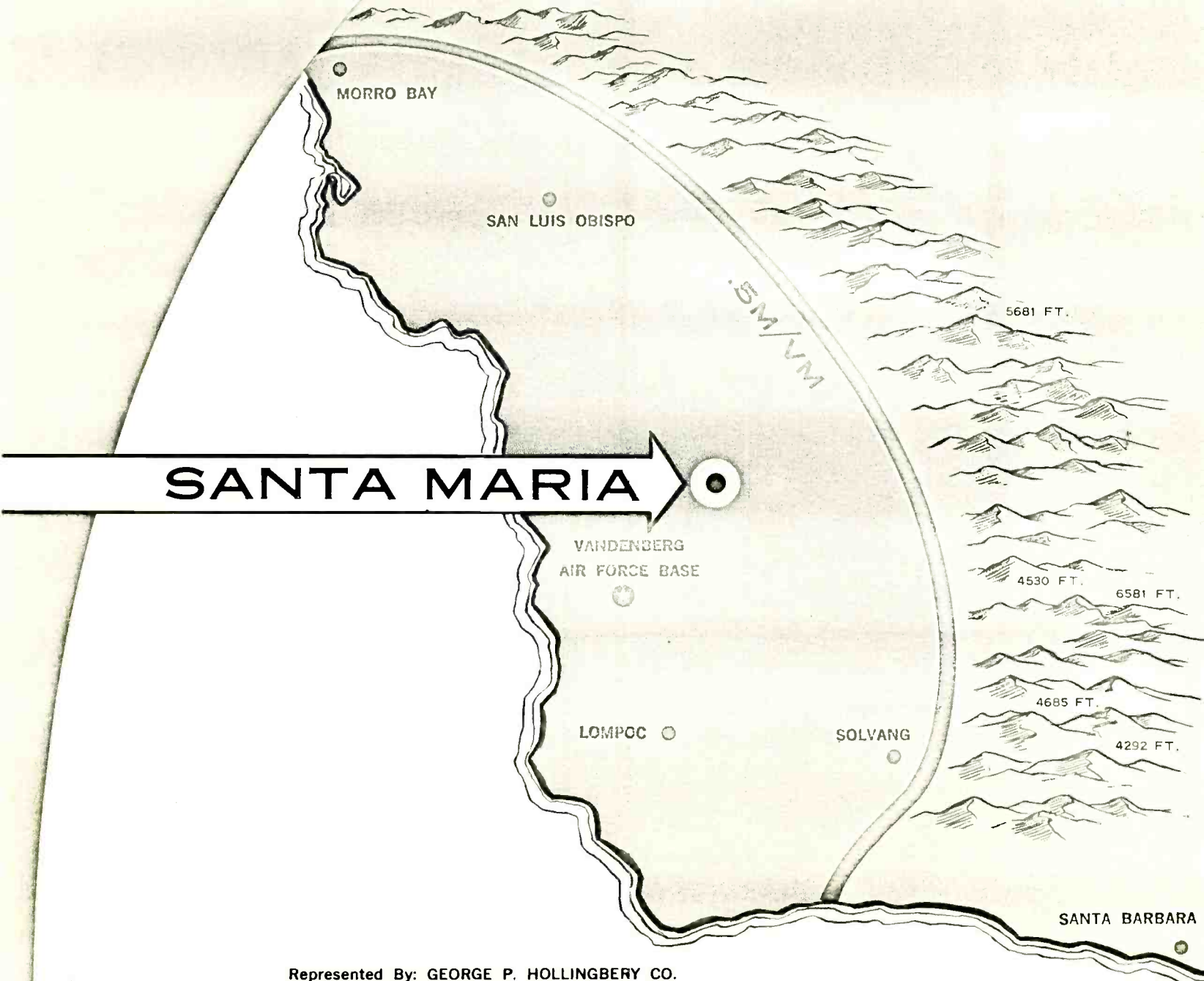
RADIO KSLY - SAN LUIS OBISPO - 1400 KC

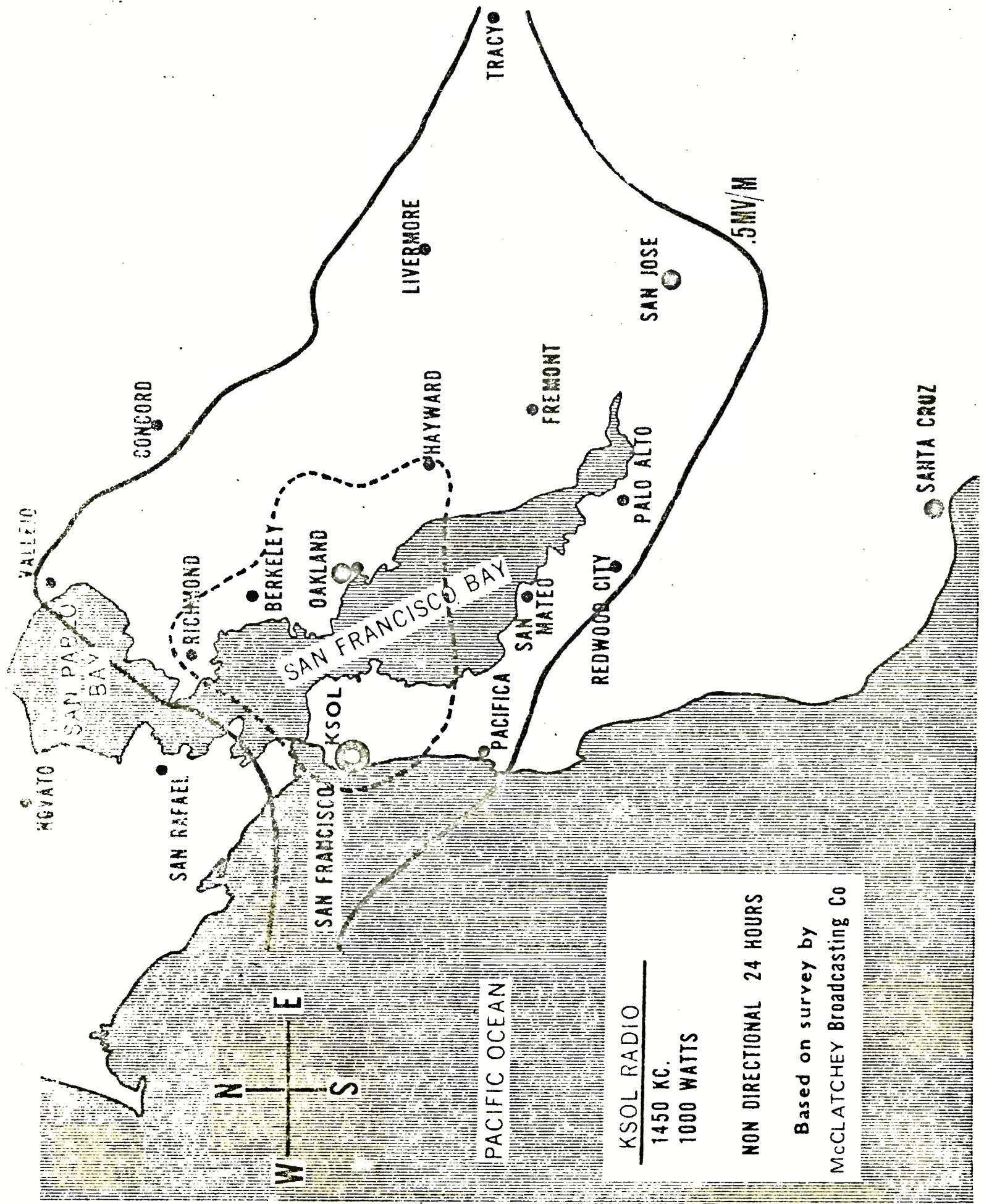
"California's Newest Vacationland"

The local advertisers who KNOW the San Luis Obispo County market are putting their money with Radio K-SLY. Why not put your sales efforts in the hands of the "K-SLY Guys?"

Ksma

AM/FM RADIO

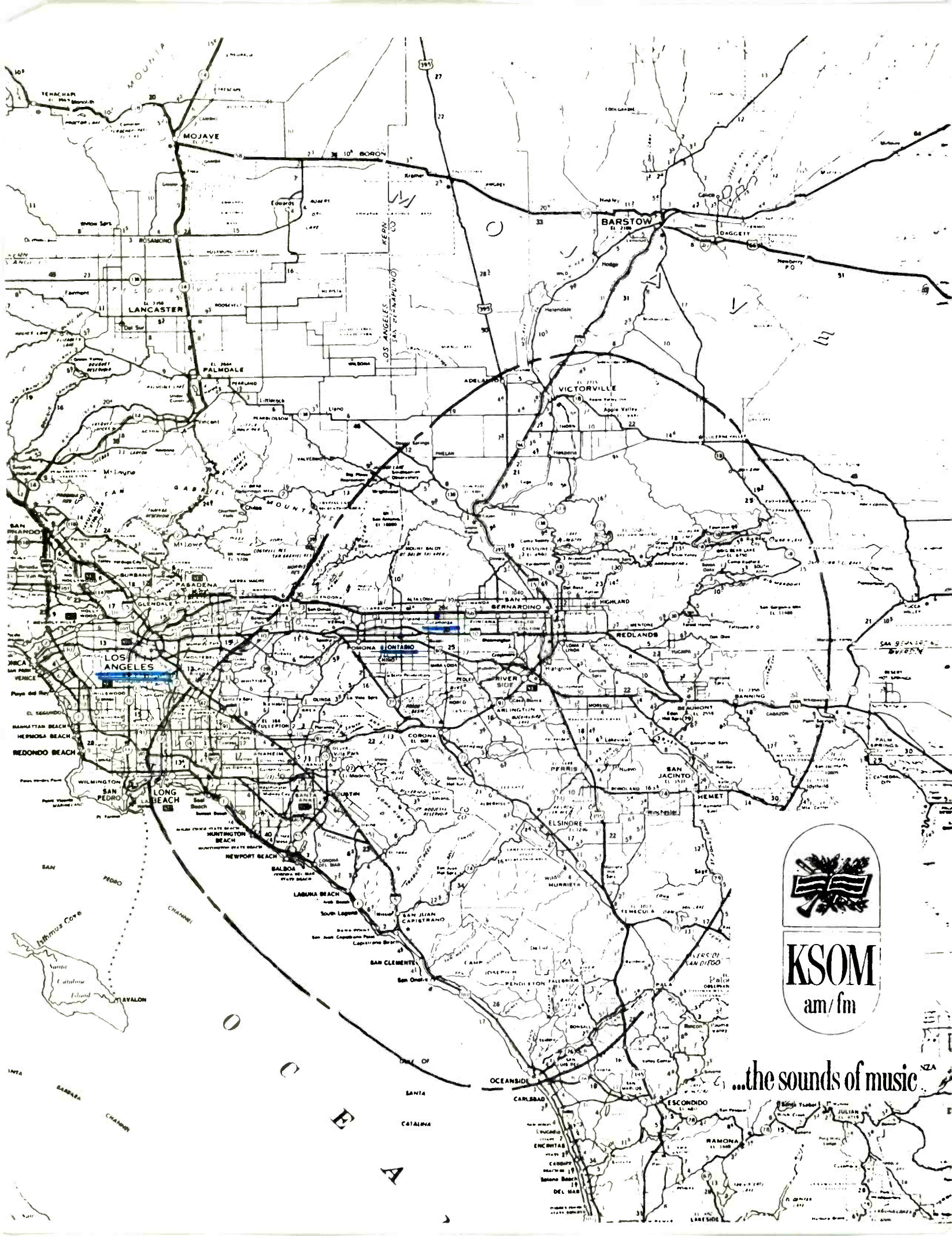




KSOL RADIO
 1450 KC.
 1000 WATTS

NON DIRECTIONAL 24 HOURS

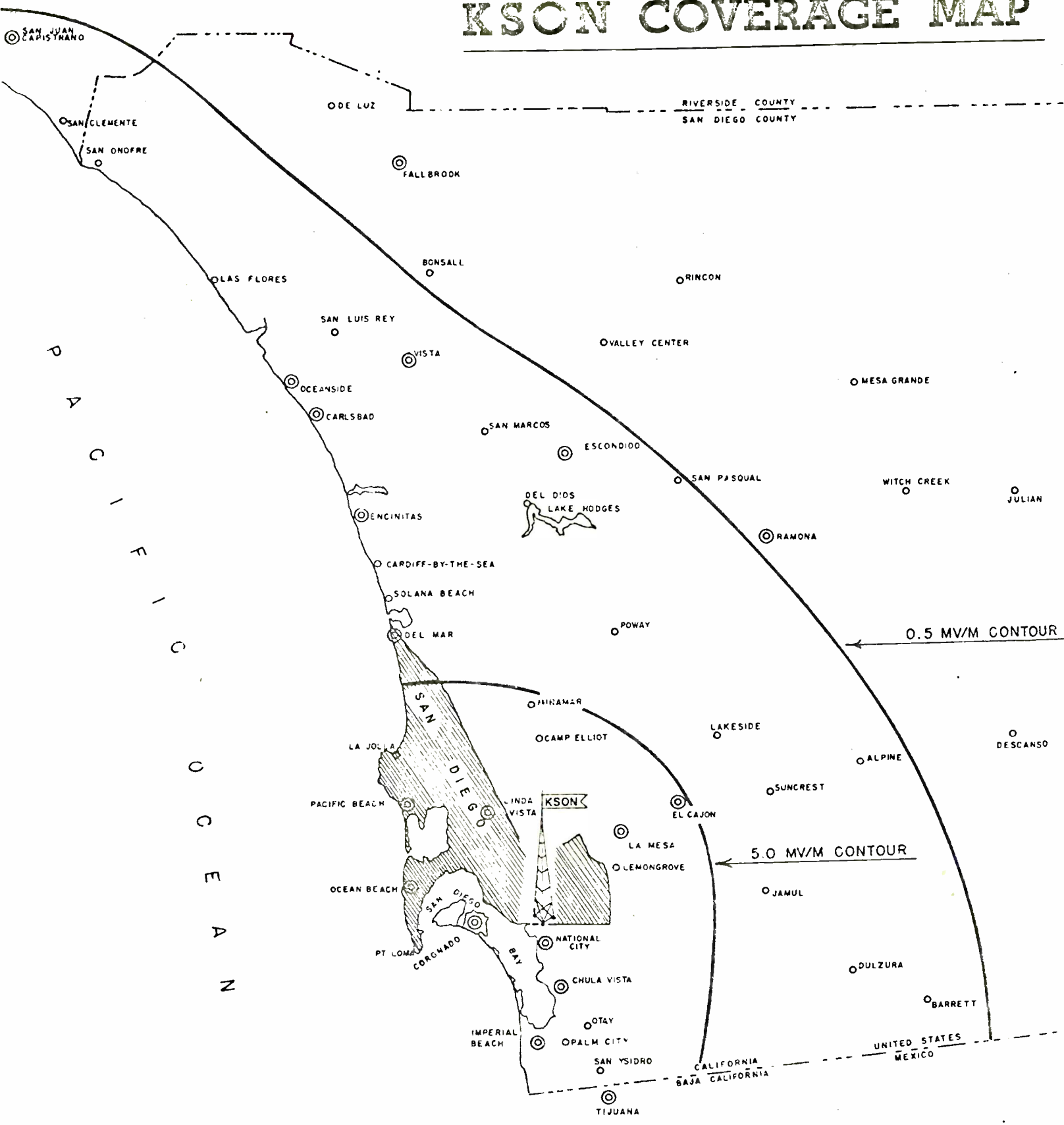
Based on survey by
 McClatchey Broadcasting Co



KSOM
am/fm

...the sounds of music

KSON COVERAGE MAP



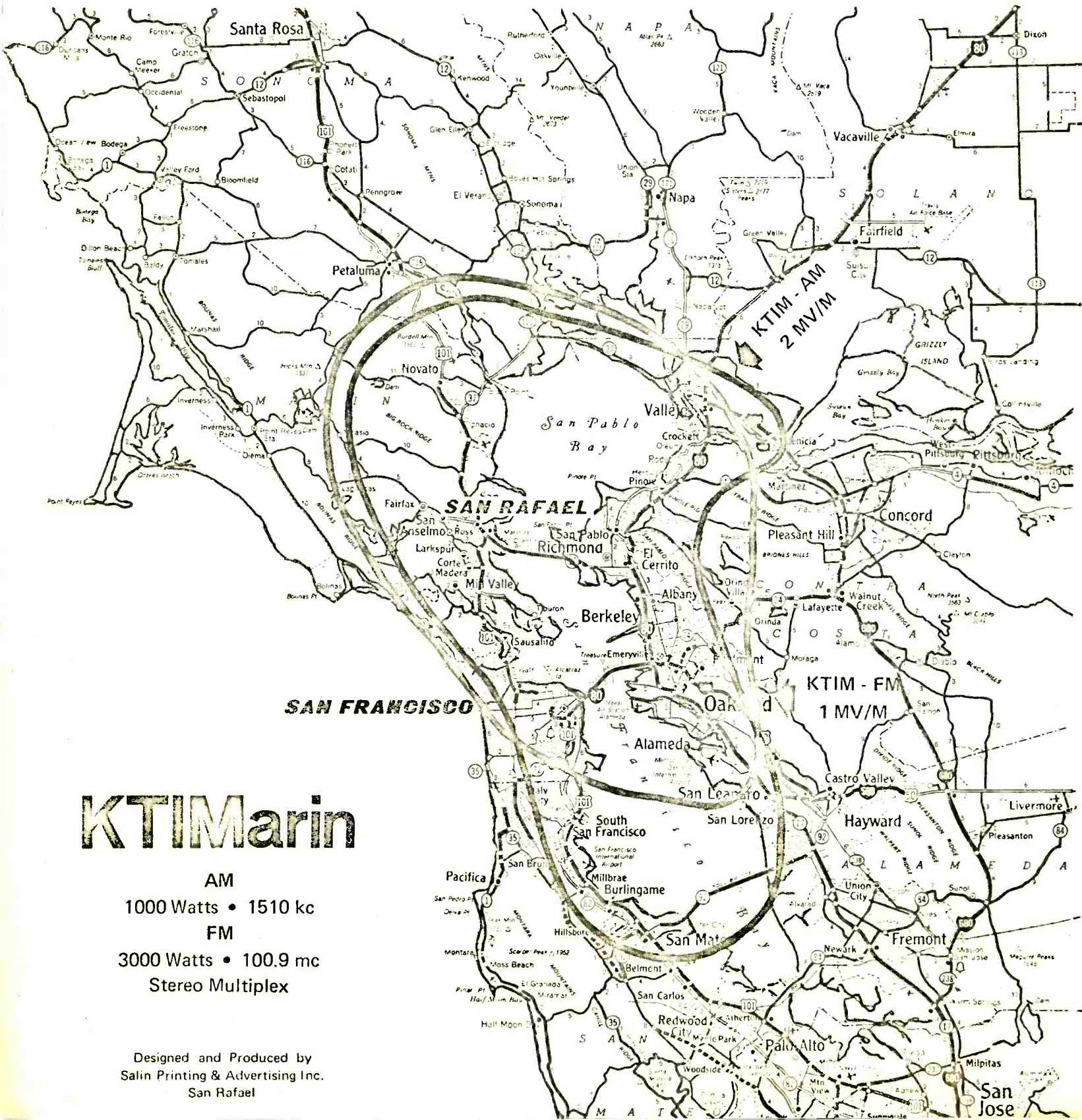
KSON IS NON-DIRECTIONAL, DAY & NIGHT!!

96.4% OF COUNTY BELONGS TO **KSON** ON .5 MV/M CONTOUR!!

HUGH TURNER
PRESIDENT AND
PART OWNER



Sound management and creative ideas have been the hallmark of KTIM's operation over the years. Hugh Turner, president and 25% owner, has teamed up with his wife both on the air and in administration. As general manager, he is active in local community affairs and in broadcasting circles—four years on the Board of Directors of the National Assn. of Broadcasters and a former vice president of the California Assn. of Broadcasters. Mr. Turner has been in radio for over 30 years—with KRNR, KJBS, KGW, KLS, KGO, KWBR-FM and holds a first class broadcast as well as private pilot's and radio amateur licenses. The Turners also own KBLC-Lakeport and Marin Communications, Inc., a facility on San Rafael Hill.



KTIMarin

AM

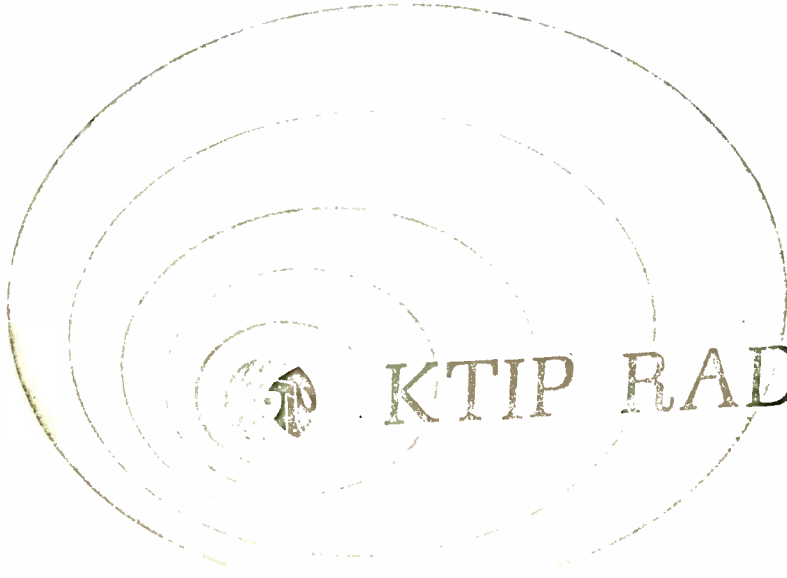
1000 Watts • 1510 kc

FM

3000 Watts • 100.9 mc

Stereo Multiplex

Designed and Produced by
 Salin Printing & Advertising Inc.
 San Rafael

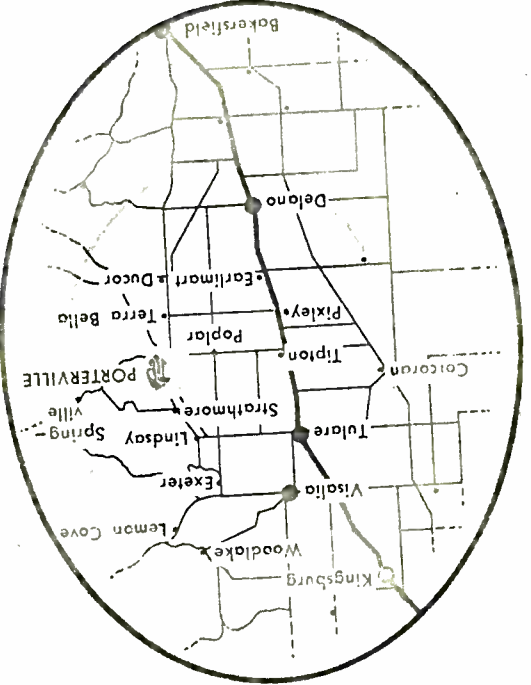


KTIP RADIO / Porterville, California

PORTERVILLE, CALIFORNIA . . . located at the base of the Sierra Nevada mountains, one of the nation's great year-round recreation areas . . . headquarters for Sequoia National Forest . . . gateway to Walt Disney's new Mineral King development . . . a farm oriented community in the heart of the San Joaquin Valley, the richest agriculture area in the United States . . . the home of Porterville State Hospital with 1,560 employees and a 12 million dollar payroll . . . KTIP, Porterville's only radio station, maintains a 24 hour schedule that appeals to all segments of this fine community.

MARKET DATA

Population	193,900
Households	56,490
AM Radio Homes	54,795
Spendable Income	451,018,000
Retail Sales:	67,096,000
Drug Sales	10,806,000
Farm Income	288,184,000
*Total Retail Sales	267,663,000
Passenger Cars	80,150
Service Stations	25,484,000
Automotive	56,416,000
Homefurnishings	14,545,000
Source: SRDS Consumer Data Exclusively, 1967	

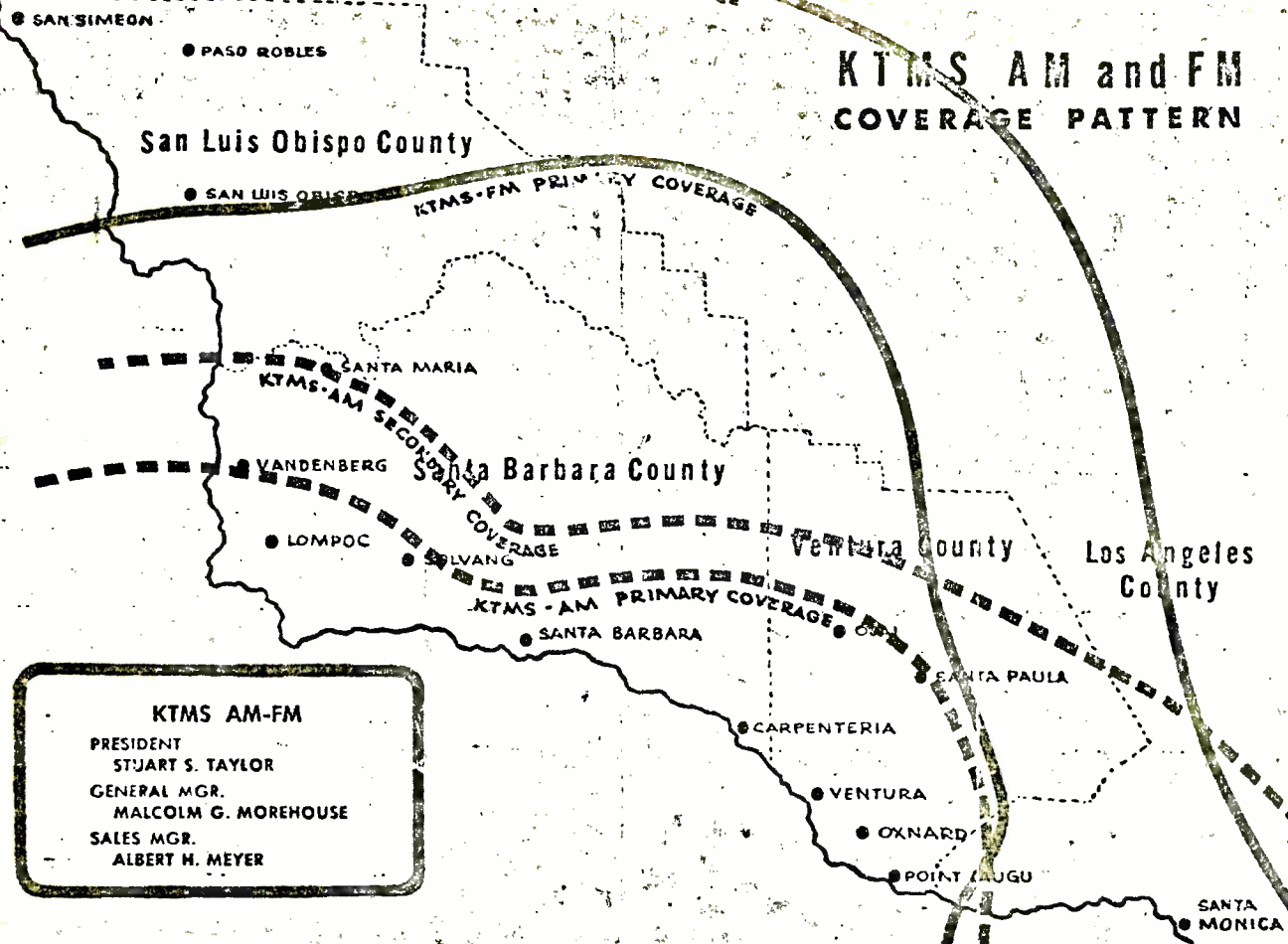


RATE CARD

KTMS - P/A SECONDARY COVERAGE

KTMS AM and FM COVERAGE PATTERN

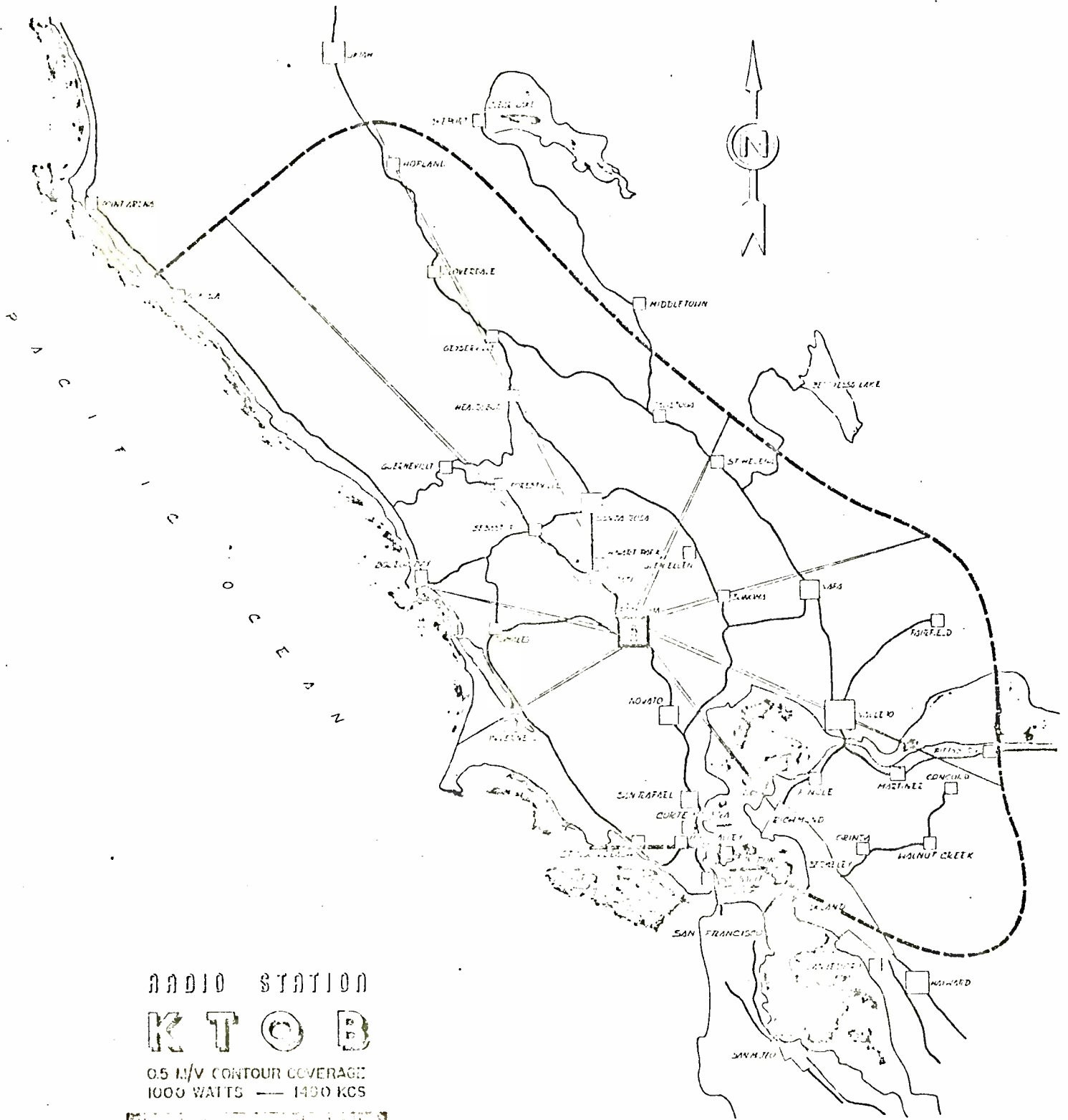
KTMS



ABC and N

KTMS AM-FM
 PRESIDENT
 STUART S. TAYLOR
 GENERAL MGR.
 MALCOLM G. MOREHOUSE
 SALES MGR.
 ALBERT H. MEYER

Your Sound PREFERENCE With A SOUND Difference



RADIO STATION

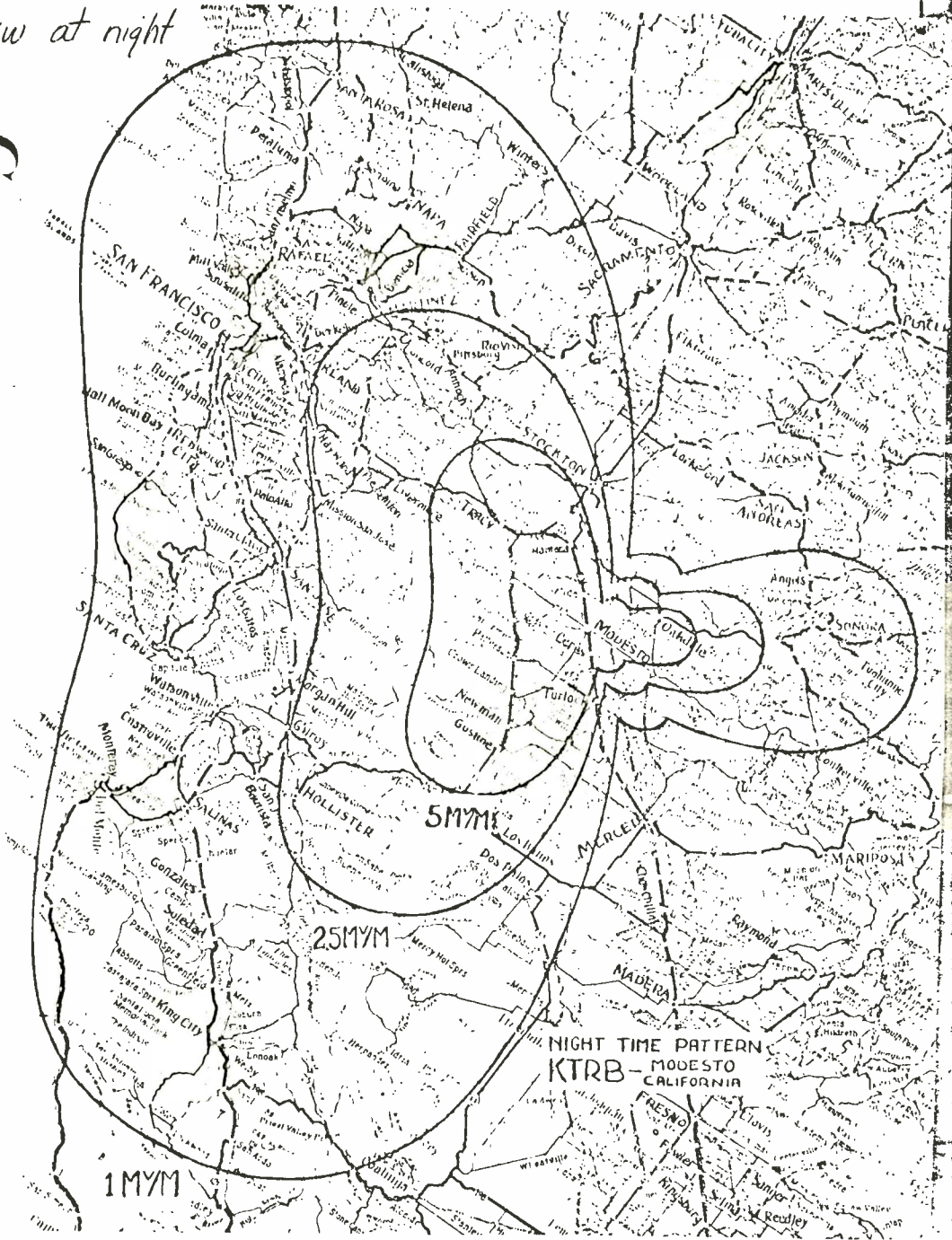
K T O B

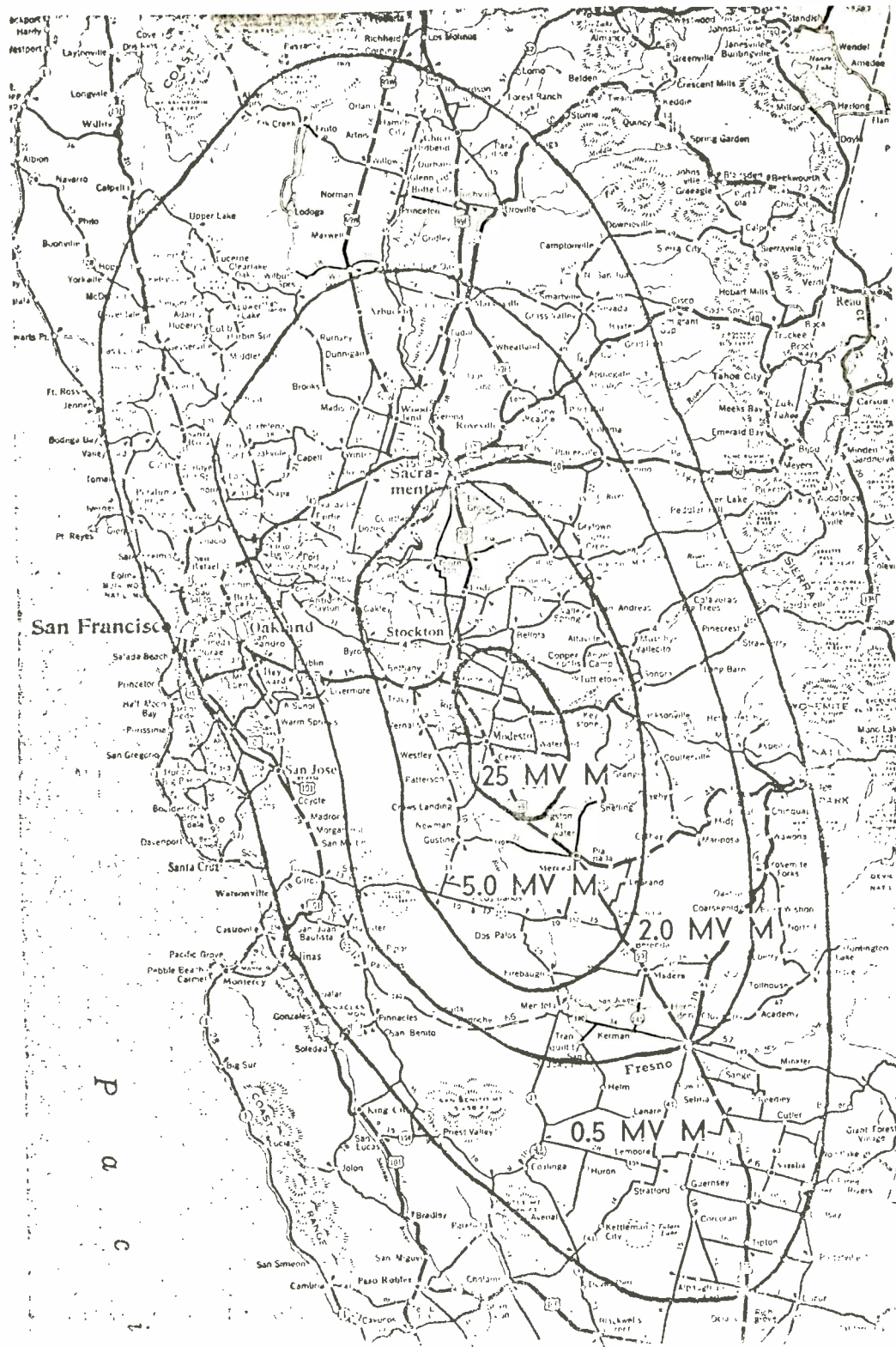
0.5 M/V CONTOUR COVERAGE
1000 WATTS — 1400 KCS

WORLDWIDE TELEVISION

SERVING and SELLING This Rich EIGHT County Market!

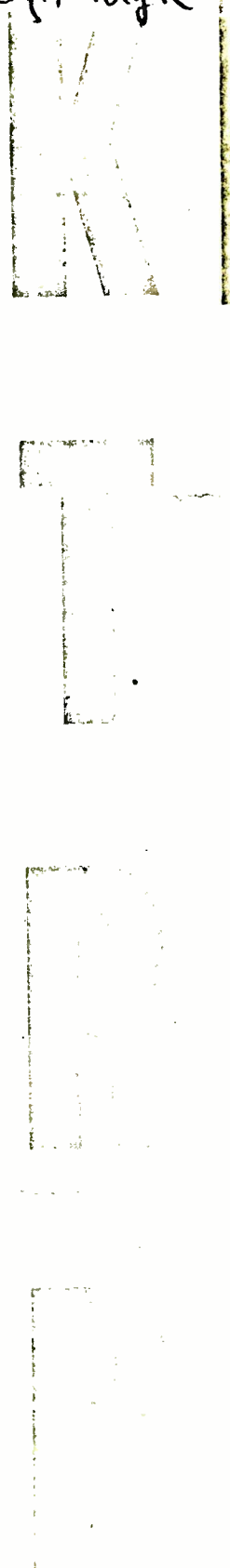
1 kw at night





860 KC
 10,000 W
 PATTERN
 Modesto, Calif.

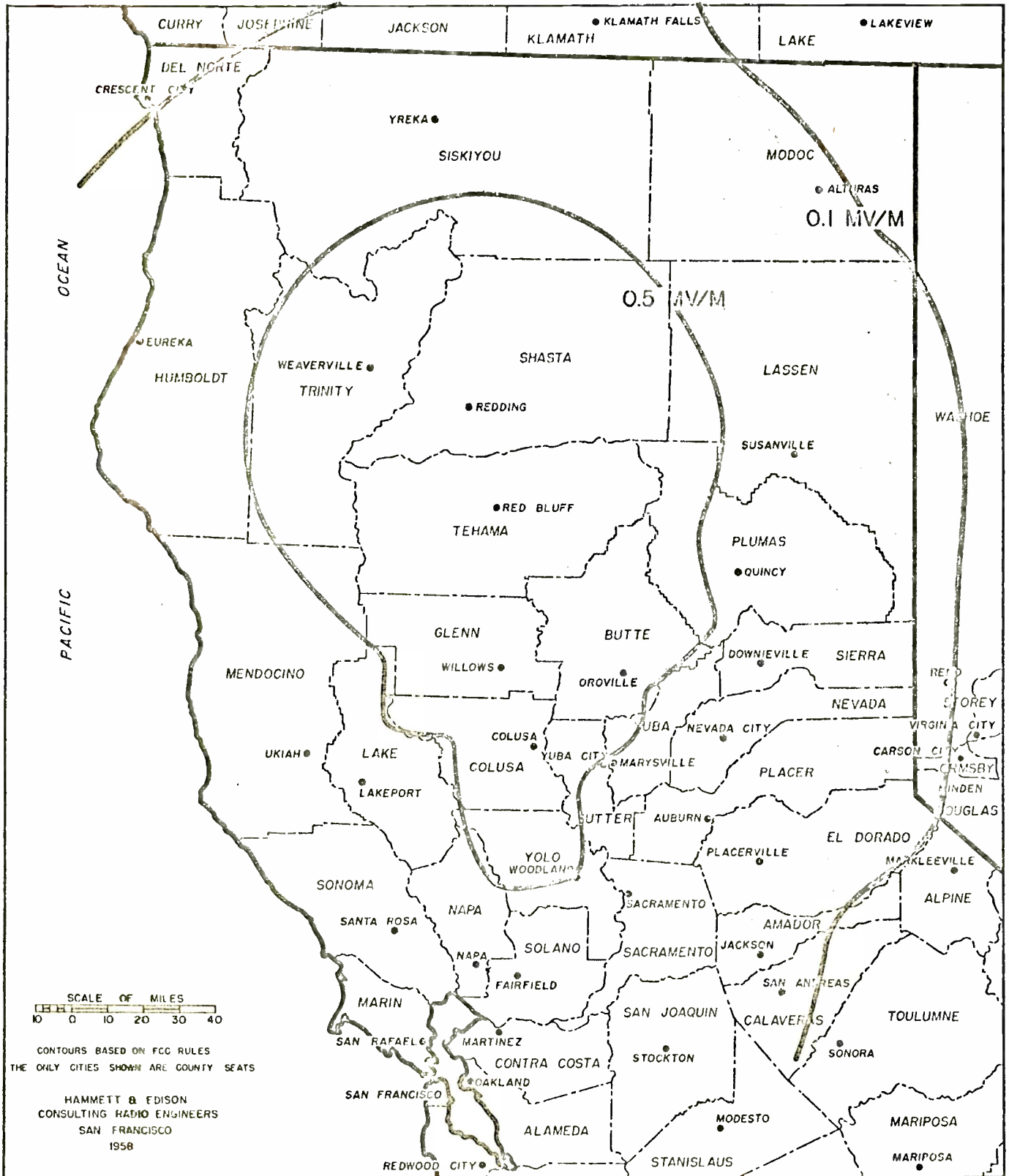
3 antennas
300 ft high



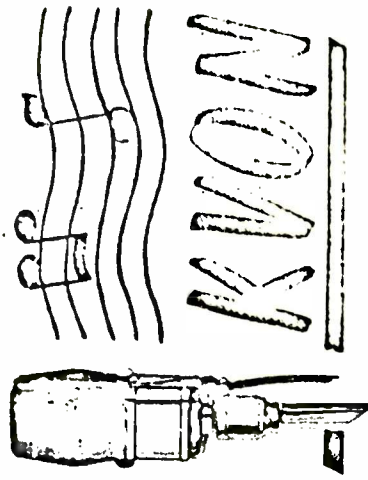
860 KC
10,000 W
PATTERN
Modesto, Calif.

P
D
C

K-VIP RADIO REDDING, CALIFORNIA



FASTEST GROWING AREA IN THE ENTIRE SF BAY REGION



1440 RADIO

THE VOICE OF NEWS

* \$300 MILLION
RETAIL SALES

In Napa, Solano Counties

* MAJOR CITIES
AND COUNTIES

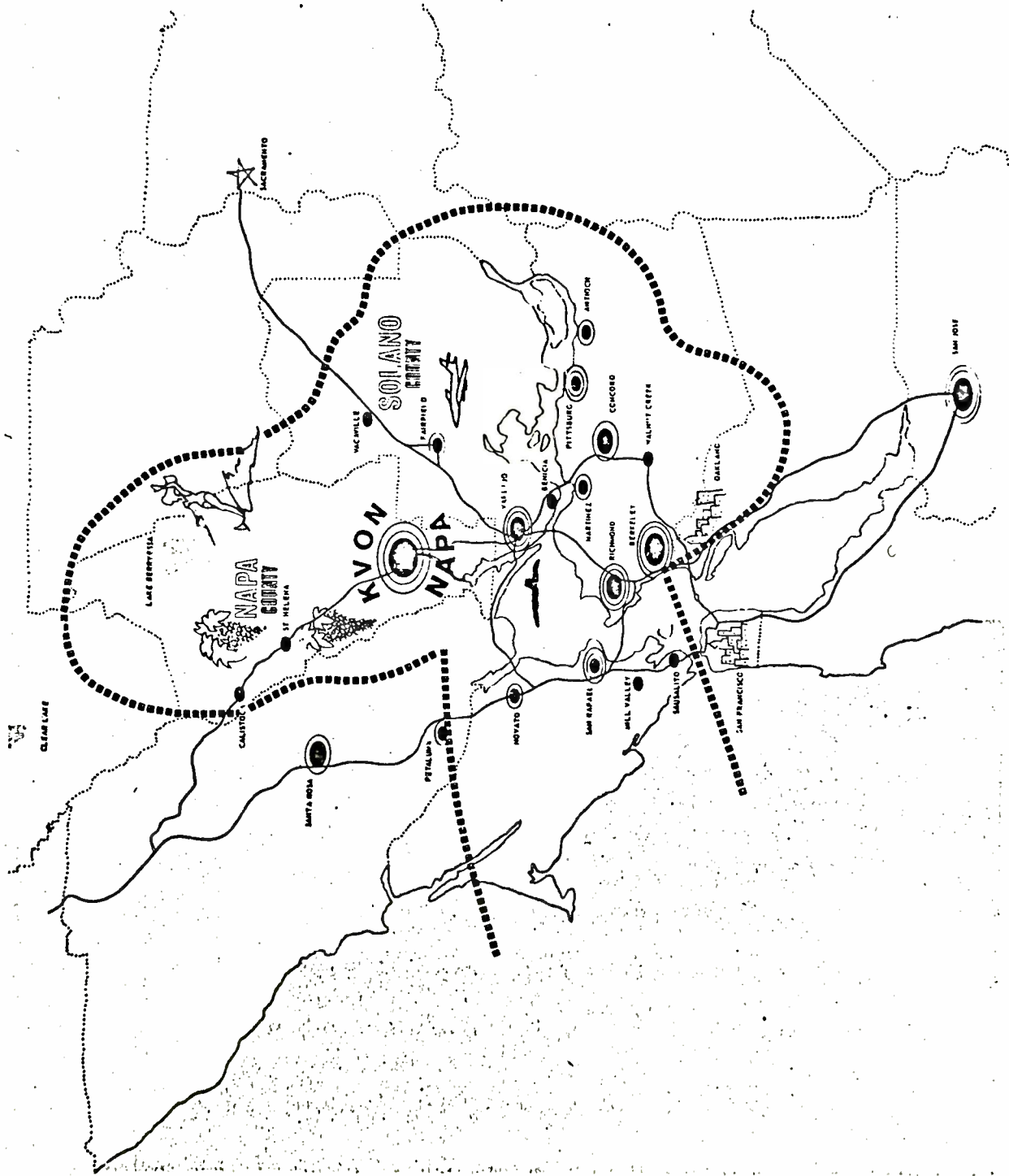
Napa, Vallejo, Fairfield,
in Napa, Solano Counties.
Combined population 250,000

* INDUSTRY

Kaiser Steel, Rough Rider
Clothes, Basalt, General
Mills, Union Oil, Wineries,
Major State Institutions.

* RECREATION

Lake Berryessa, Clear Lake
Resorts. Major golf center.
Famous tourist area.



* LOCAL NEWS * HAPPY MUSIC * SPORTS * INFORMATION CENTER



LOS ANGELES

500 MICROVOLT SIGNAL NON-DIRECTIONAL

2000 MICROVOLT



KWIL

Outer Santa Barbara Channel

NOT TO SCALE

LISTENED TO MOST
KWTC RADIO BARSTOW
.5 MV.M Primary Service Area

Wavelength 600
Frequency 500 Kilocycles
Power 500 Watts

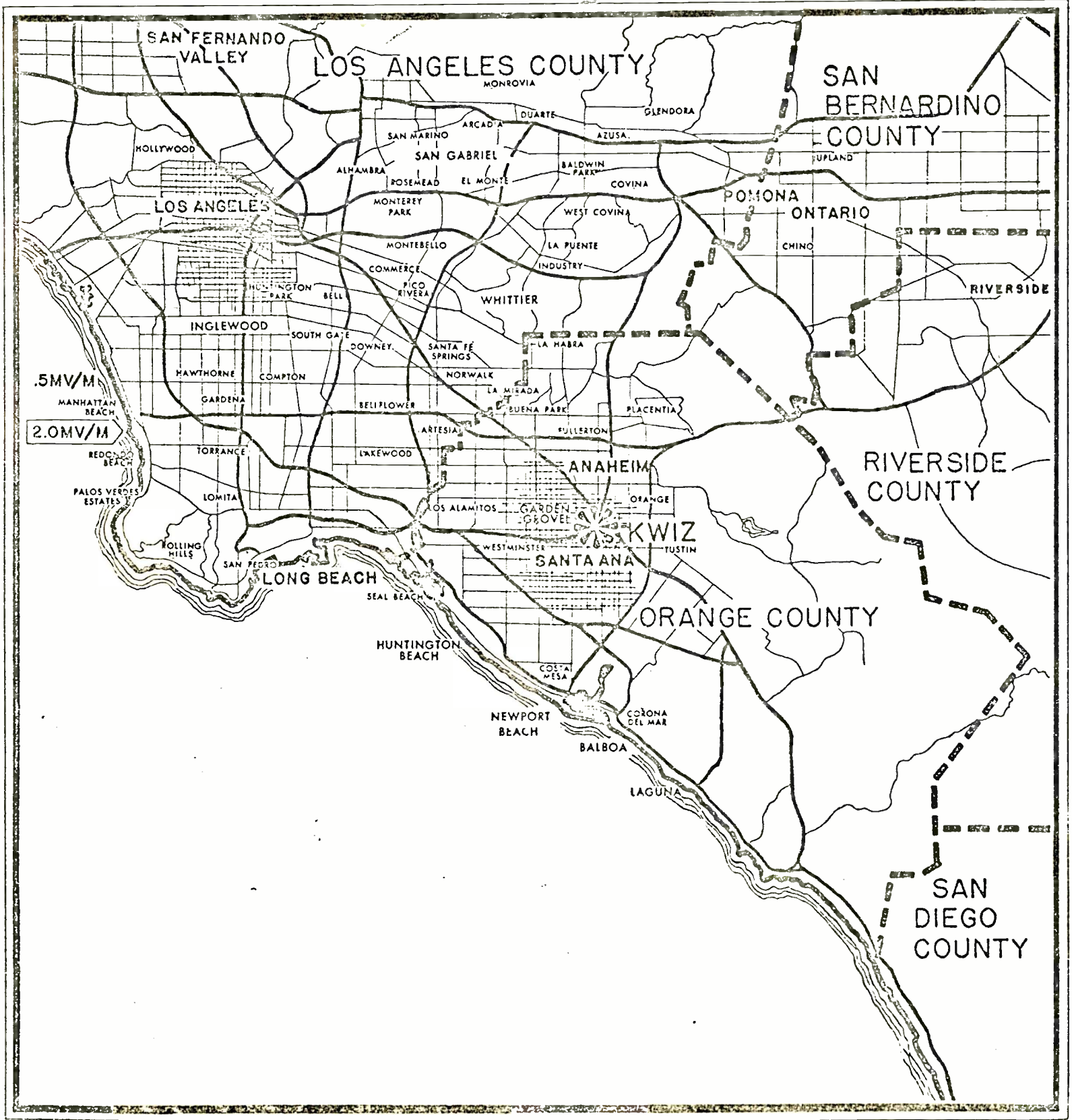


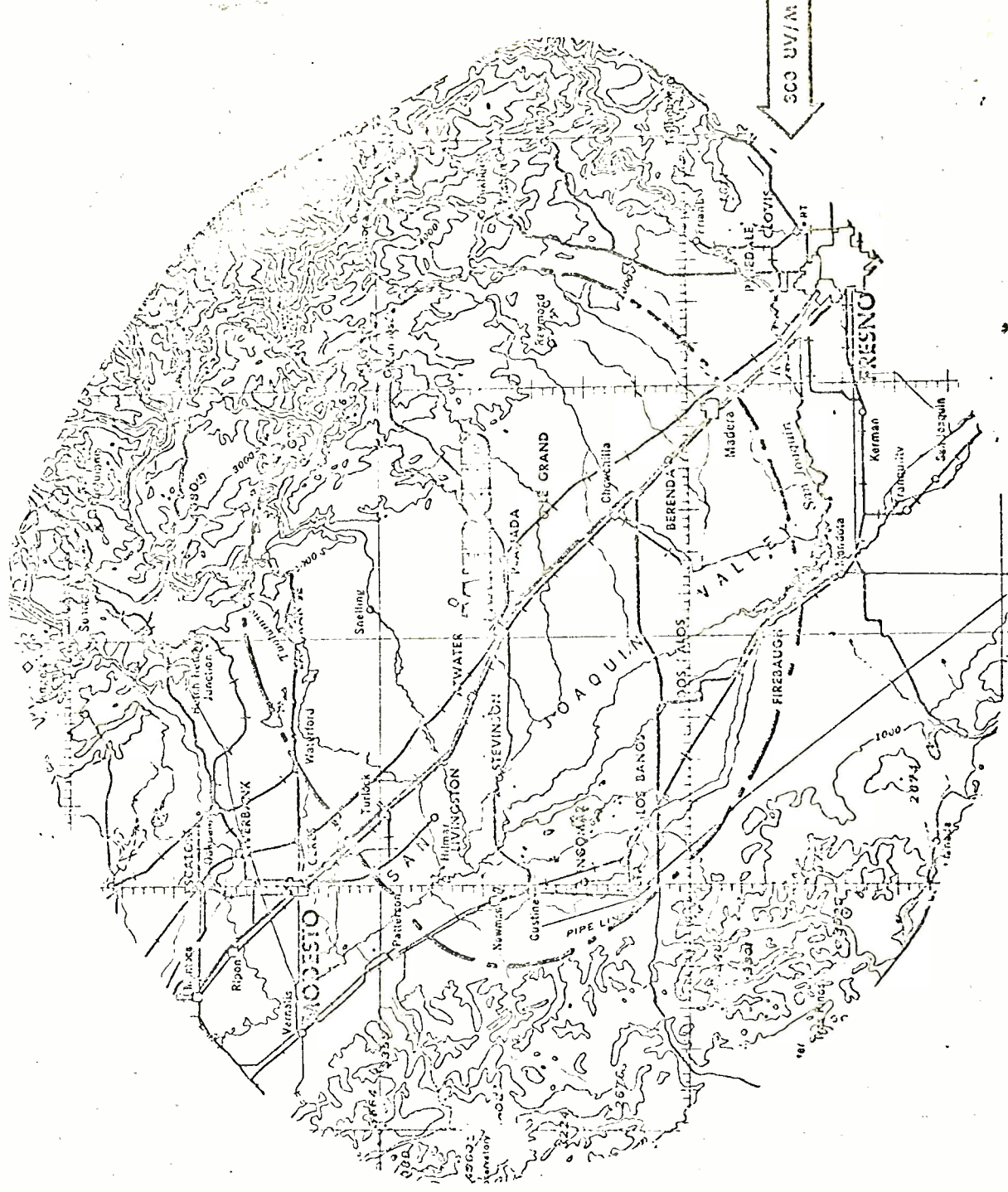
THE MAN FROM
KWIZ!
RADIO 1480



COVERAGE MAP
5,000 WATTS

3101 WEST FIFTH STREET - SANTA ANA, CALIF. 92703

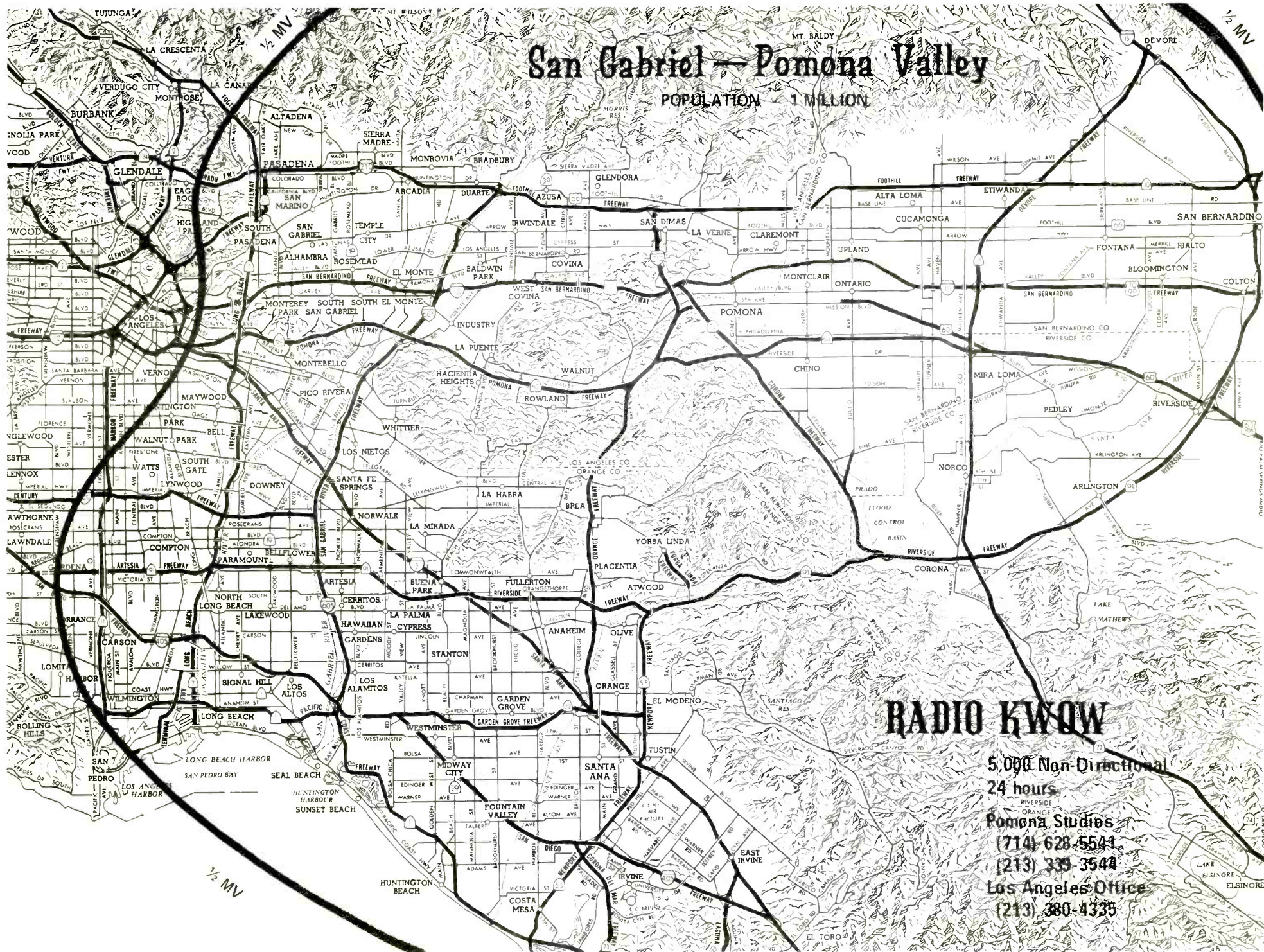




SCC UV/W

San Gabriel — Pomona Valley

POPULATION — 1 MILLION



RADIO KWQW

5,000 Non-Directional

24 hours

Pomona Studios

(714) 628-5541

(213) 339-3544

Los Angeles Office

(213) 380-4335



KWSO

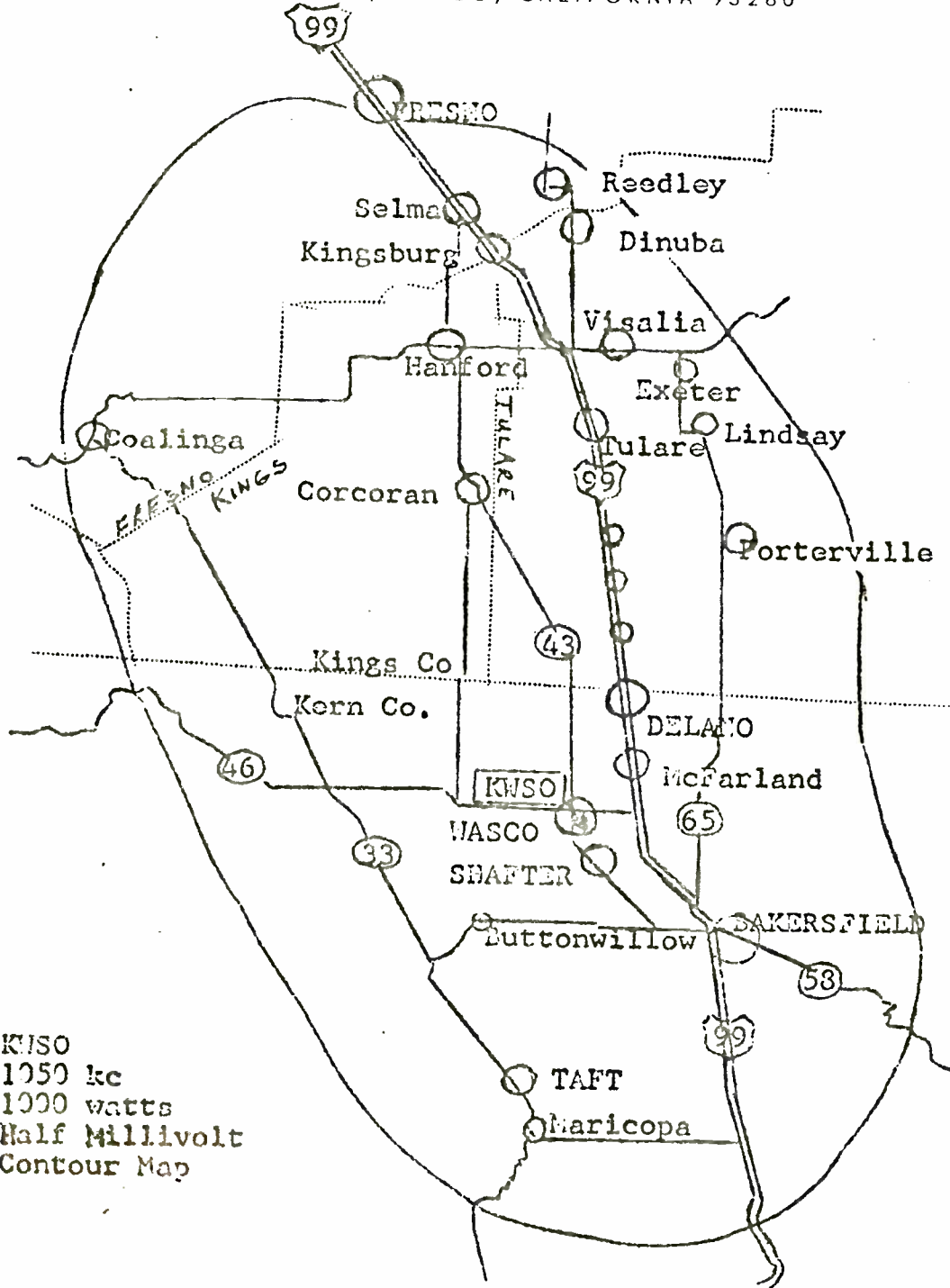
Maple Leaf

BROADCASTING CO.

PHONES: PLateau 8-6425
PLateau 8-2145

CENTRAL CALIFORNIA'S GOOD MUSIC STATION

P. O. BOX E, WASCO, CALIFORNIA 93280



KWSO
 1250 kc
 1000 watts
 Half Millivolt
 Contour Map

OFFICES IN WASCO AND SHAFTER

OVER 500,000 POPULATION WITHIN KWSO HALF MILLIVOLT SERVICE AREA

KWXY

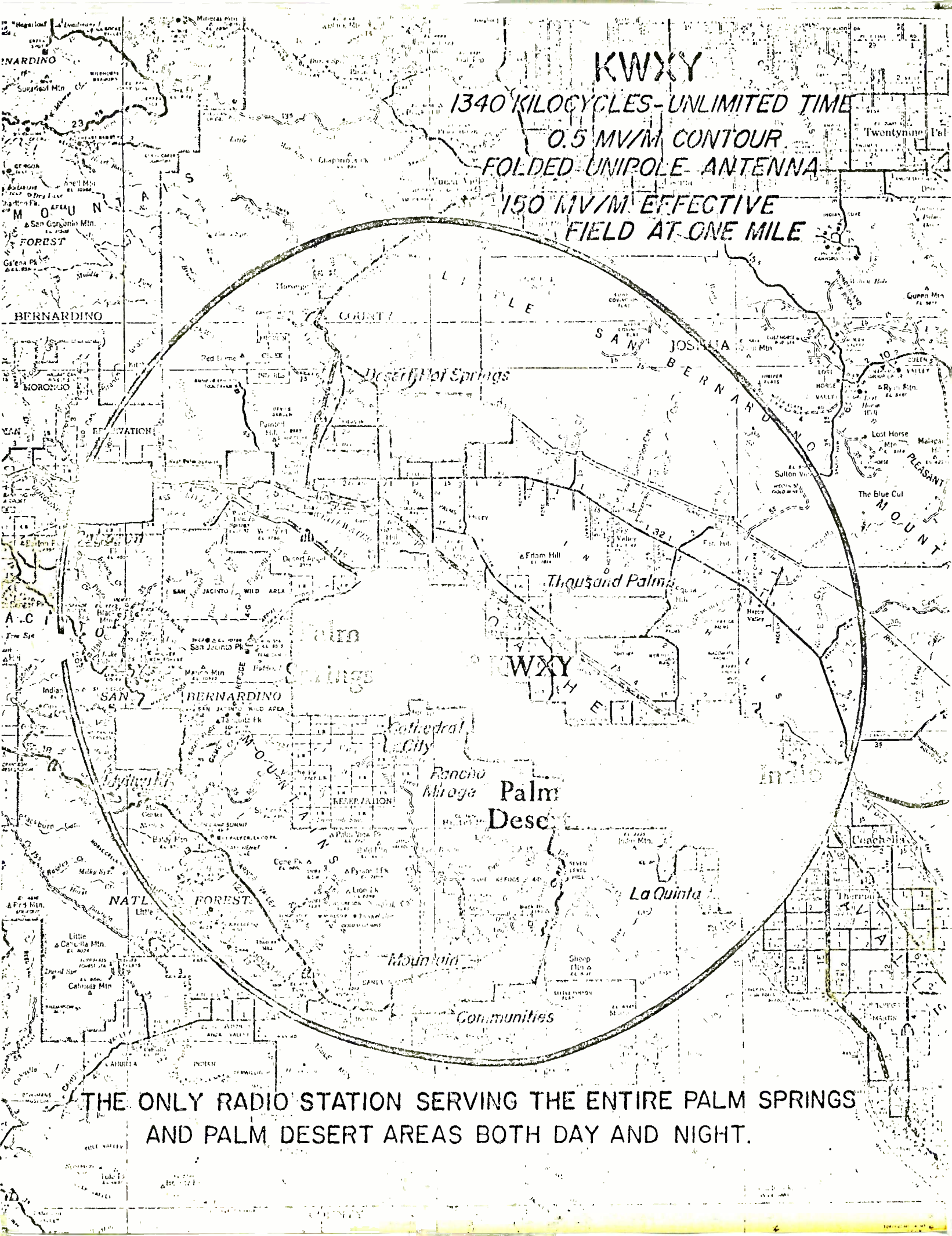
1340 KILOCYCLES-UNLIMITED TIME

0.5 MV/M CONTOUR

FOLDED UNIPOLE ANTENNA

150 MV/M EFFECTIVE

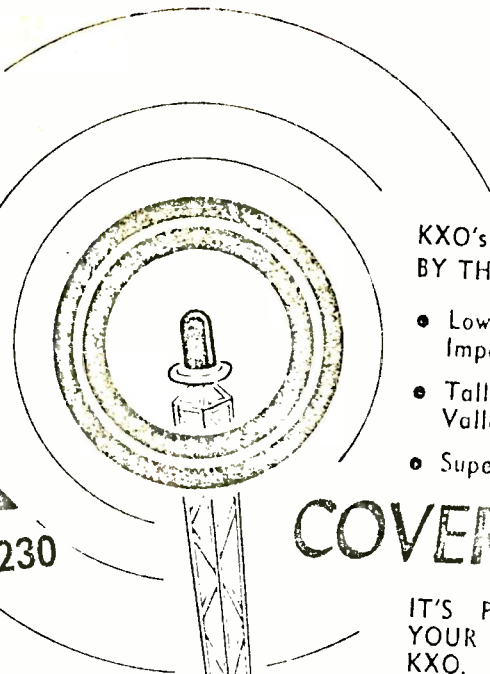
FIELD AT ONE MILE



THE ONLY RADIO STATION SERVING THE ENTIRE PALM SPRINGS AND PALM DESERT AREAS BOTH DAY AND NIGHT.

*Like the Sunshine
in Imperial Valley*

KXO
DIAL 1230



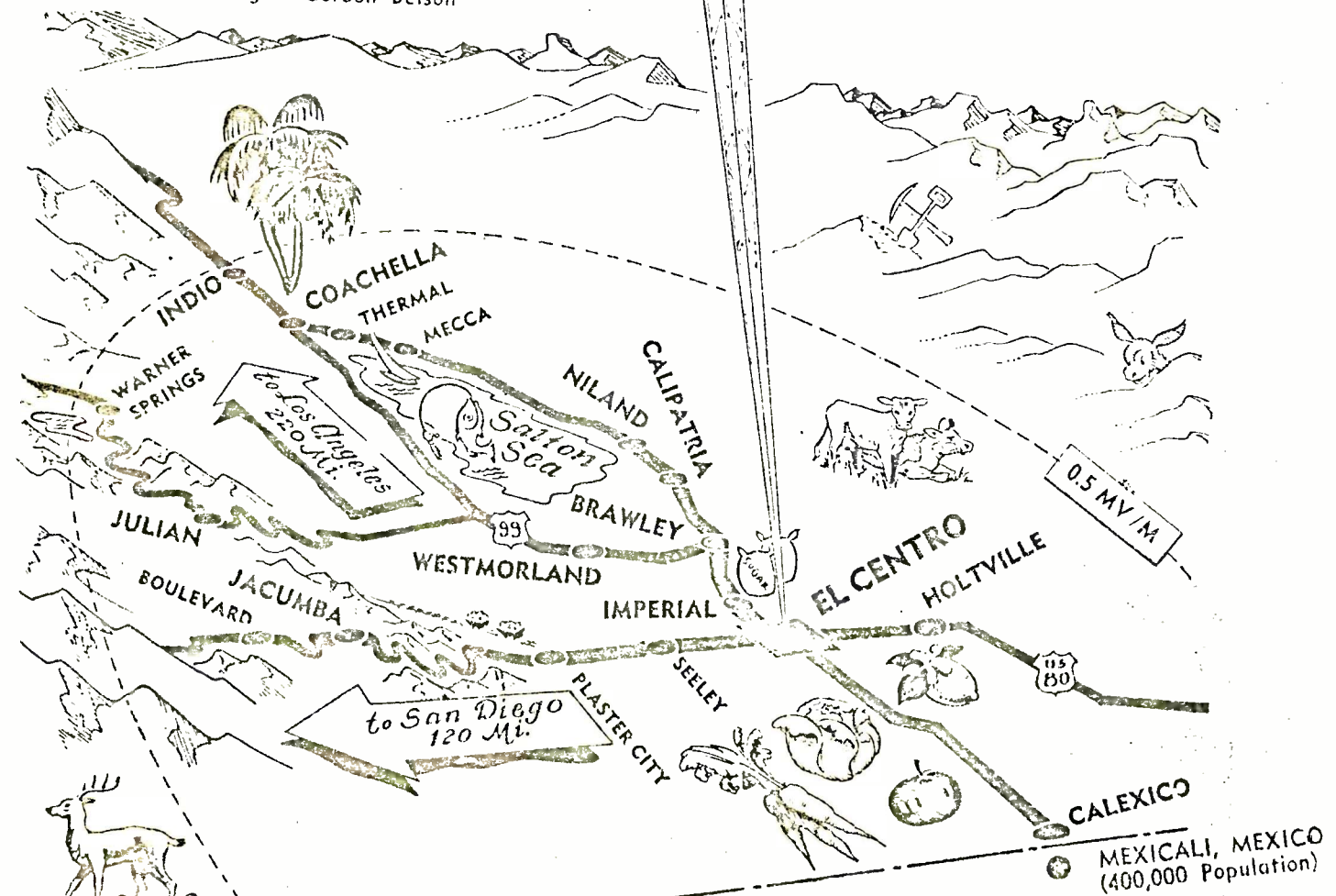
KXO's COVERAGE IS INCREASED
BY THE FOLLOWING FACTORS:

- Lowest dial position of any Imperial Valley station.
- Tallest tower in Imperial Valley.
- Superior ground system.

COVERAGE

IT'S PEOPLE WHO BUY ---
YOUR CUSTOMERS LISTEN TO
KXO.

Nat'l Rep: John A. Potter Co.
General Manager: Gordon Belson

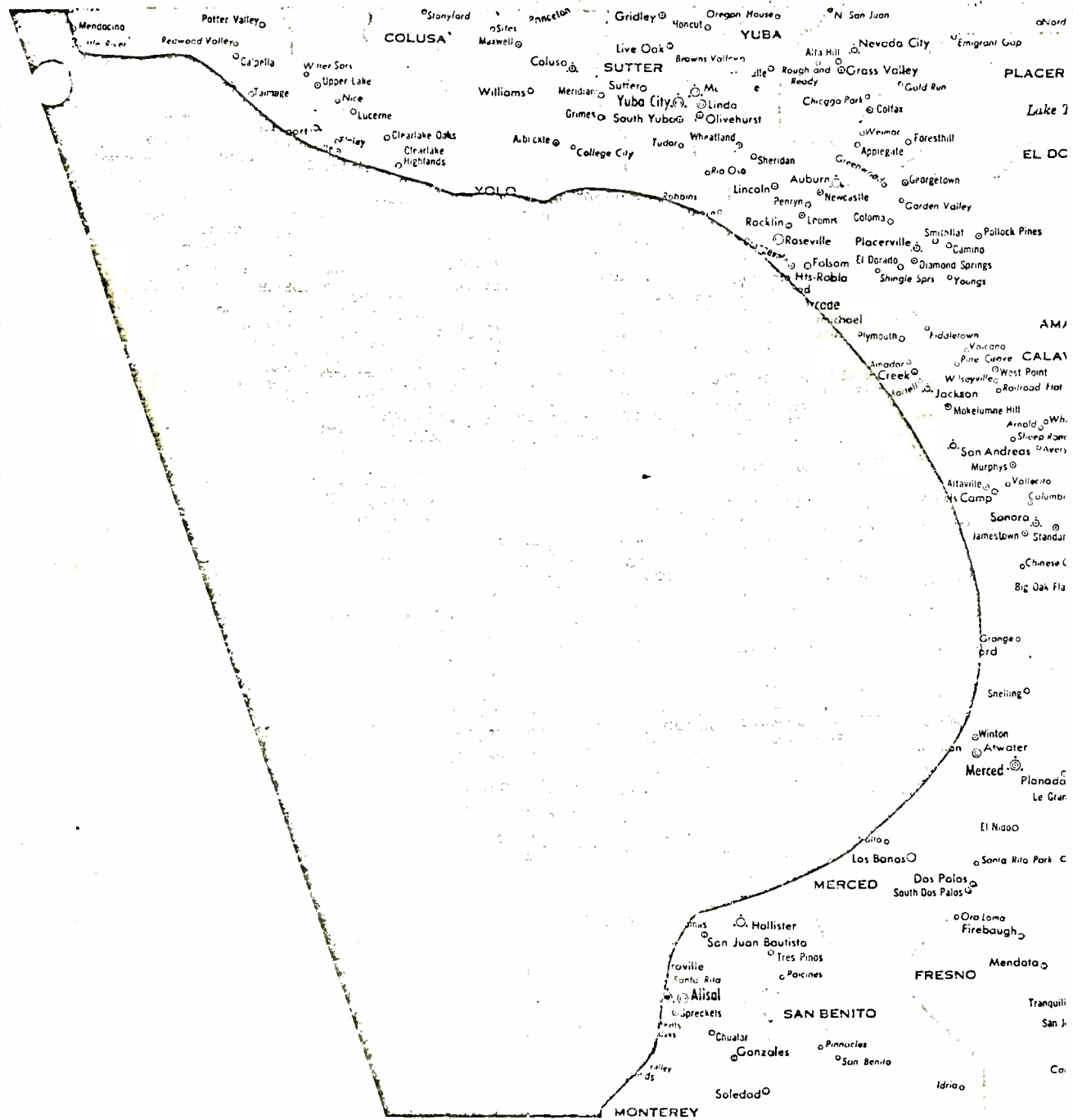


*Population (within 0.5 MV/M)	145,400
*Retail Sales (within contour)	\$260,000,000.00 (Est.)
*Imperial County Retail Sales per household	\$7,708.00
*El Centro Retail Sales per household	\$10,103.00
Bonus of 200,000 bi-lingual Mexican citizens with permanent border-crossing passes!!	

†38,921 Border Crossings per day
Nation's Seventh Farm County

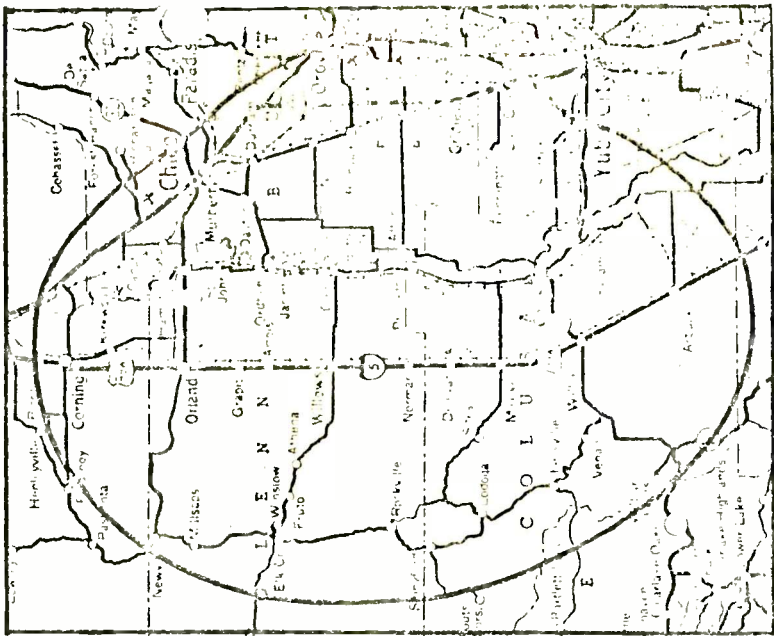
*SRDS, 1967

U.S. Immigration & Naturalization Service — 1968

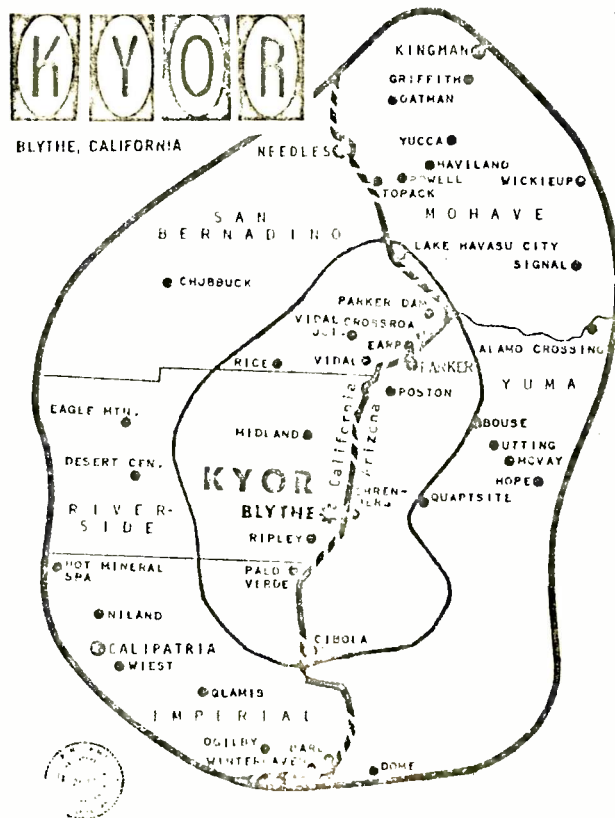
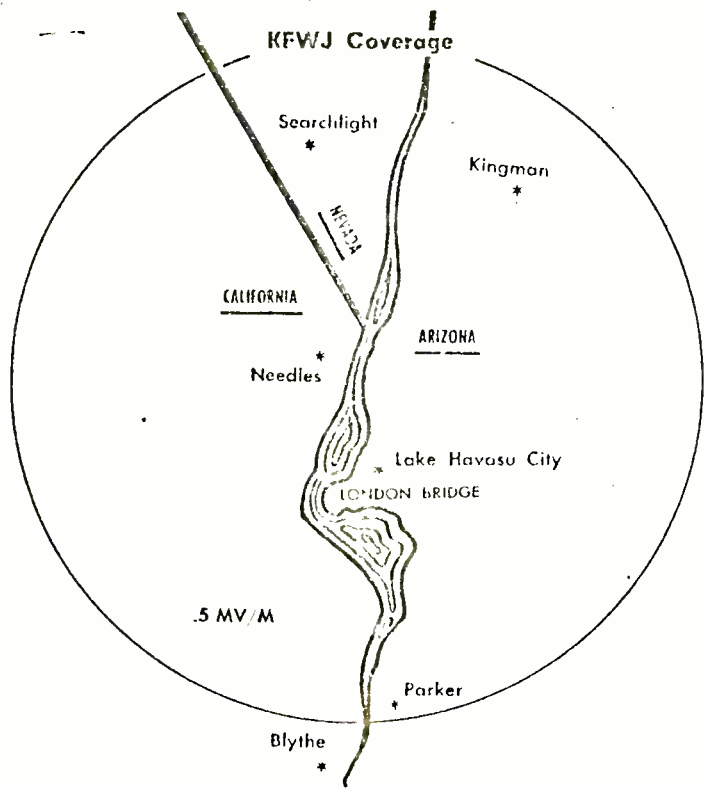
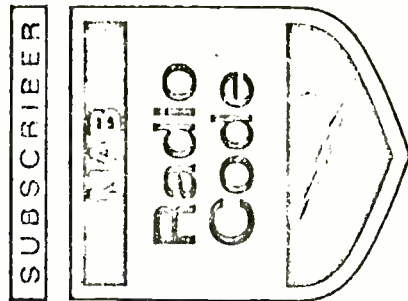


3
RATE CARD

***KYA, 5,000 WATTS, 1260 Khz**
 1,000 Watts Nights (Both Non-Directional)
 Continuous 24-Hour Operation
TRANSMITTER: Candlestick Point, Bay View Park
 *Coverage Maps on file with FCC.
 Copyright, American Map Co., New York. License #NY458

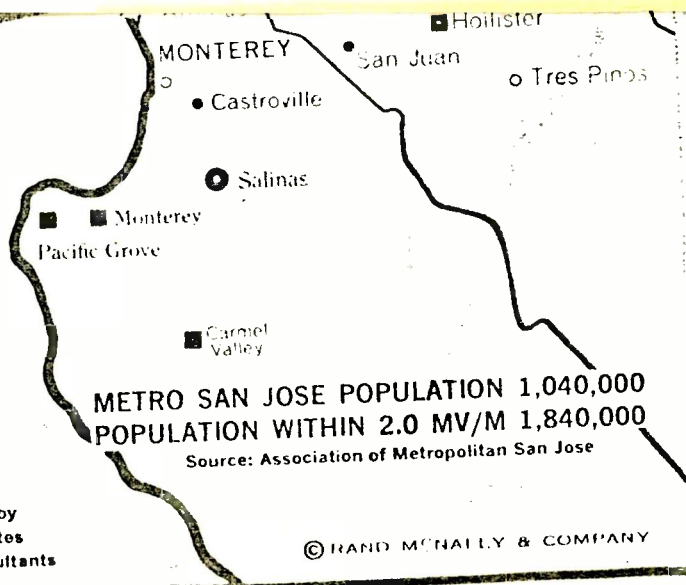


KICS, 1560 kc - Sacramento Valley
 Half Millivolt Contour
 Studio and Transmitter - Willows, California



"SERVING THE FABULOUS COLORADO RIVER AREA"

2.0 MV/M



Measured contours by
 A. E. Towne Associates
 Radio Engineering Consultants

© RAND McNALLY & COMPANY

10,000 watts, days • 5,000 watts, nights • 1500 kc.
 Operating schedule: 24 hours daily
 Directional. Separate patterns day and night.
 Transmitter and Studios: North Bayshore Highway.
 One-half mile north of East Santa Clara Street, San Jose, California.

COVERAGE

0.5 mv/m CONTOUR



KXOA - AM 1470

5,000 Watts

P.O. Box 15184 Sacramento, California
922-8851

MERCHANDISING

HELPS CLUB . . . a fun loving group of over 1300 ADULT housewives who gather once monthly for a free KXOA luncheon . . . to sample products . . . and play BINGO. A KXOA exclusive!

READER BOARD . . . KXOA's outdoor billboard, directly in front of our building on Hiway 80, passed by some 81,000 motorists a day.

BOSS 30 SURVEY SHEET . . . some 5,000 of these are distributed weekly by KXOA, and the reverse side is available to you for promotion.

CUSTOMIZED PLANS . . . KXOA will tailor a merchandising/promotion plan for you, based on schedule.

PRODUCTION

Remember, anyone can buy radio time. It's what you do with it, after you buy it, that counts! KXOA has over \$150,000 worth of creative talent and technical equipment at your disposal . . . AT NO EXTRA COST!

MUSIC

KXOA is a contemporary station, and that's good - because we're talking about now! It is our policy to play the music that has the widest range of popularity . . . the music people respond to by purchasing the records which we play. And they do - nationally, to the tune of \$5 billion per year. It's not necessarily "Rock 'n Roll" music. Ten years ago this might have been true, but not today. Ask for a look at our "Boss 30" Survey Sheet!

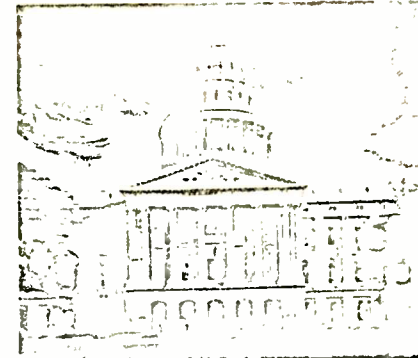
NEWS

Four full time newsmen, a Capitol Correspondent, stringers from Oregon to Southern California . . . KXOA is the contemporary station on the West Coast that offers full service, adult-oriented News. Mobile Units always on the go, covering Sacramento, and our 16 County basic coverage area.

PUBLIC AFFAIRS

KXOA is involved in the affairs of Sacramento . . . with programs like "Retrospect", "The Other Side of the Coin" . . . plus some 17,700 public service announcements each year. KXOA is an important voice in this community for any worthwhile cause.

* Source: Sales Management's Magazine "Survey of Buying Power".
Sacramento Chamber of Commerce.



KXOA RADIO
SACRAMENTO, CALIFORNIA

MARKET FACTS *

FACT: Your basic industry is people - 96,000 Federal and State employees with an annual payroll of 600 MILLION DOLLARS.

KXOA SAYS: BUSINESS IS GREAT!

FACT: The effective buying income per family in Sacramento is \$9,605.00 - That's \$429.00 above the national average.

KXOA SAYS: BUSINESS IS GREAT!

FACT: Estimated population by 1970 - 800,000. 1966 Total retail sales - \$1.26 Billion.

KXOA SAYS: BUSINESS IS GREAT!

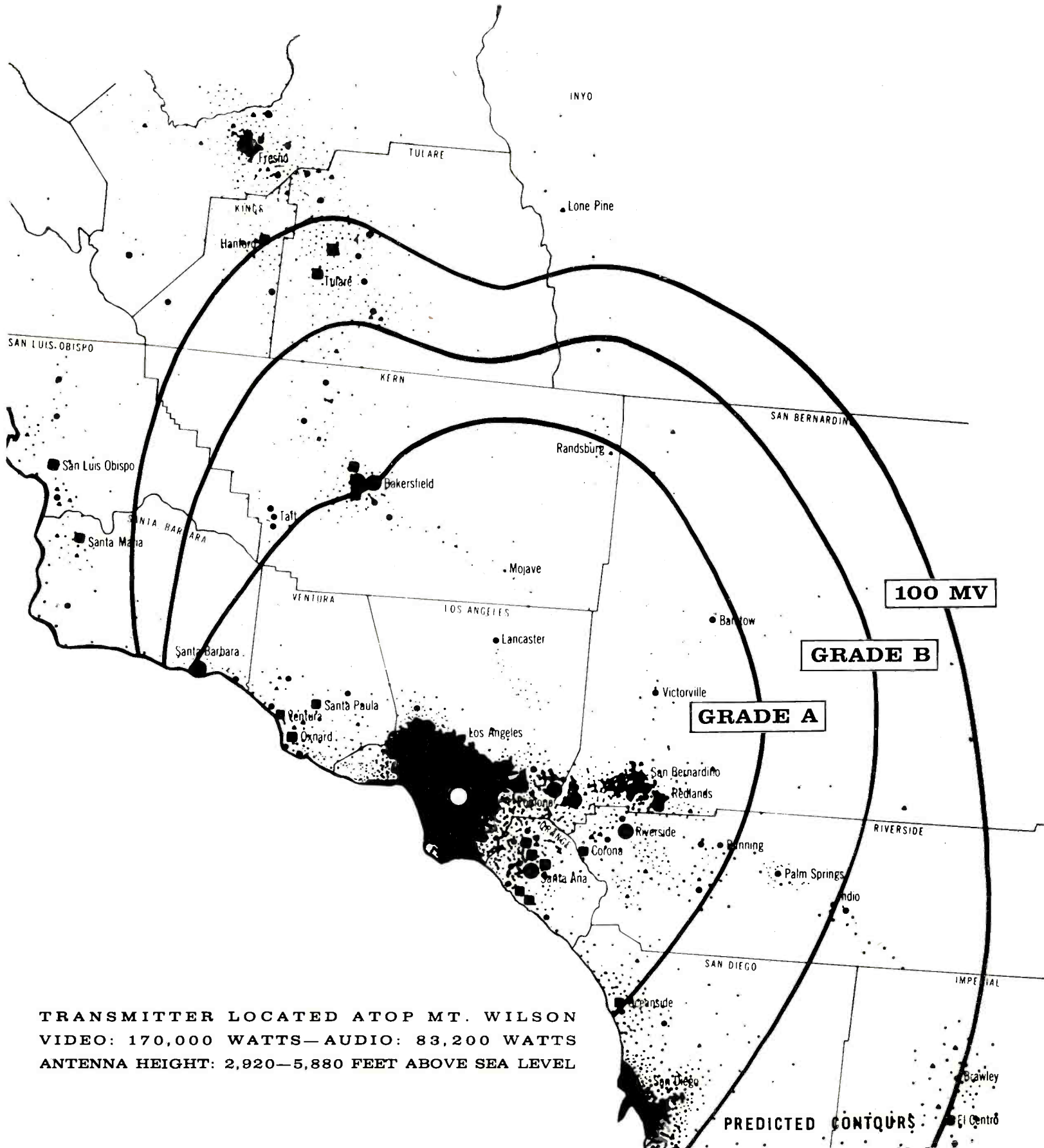
FACT: Sacramento . . . No. 1 auto market - 2.3 cars per household. Total automotive expenditures - \$251 Million. Food Sales - \$293 Million. General Merchandise - \$139 Million.

KXOA SAYS: BUSINESS IS GREAT! . . . and every economic forecast predicts nothing but continuing growth for California's Capital City.

YOU ALWAYS "GIVE YOUR FAIR SHARE" . . . ARE YOU GETTING YOUR FAIR SHARE?

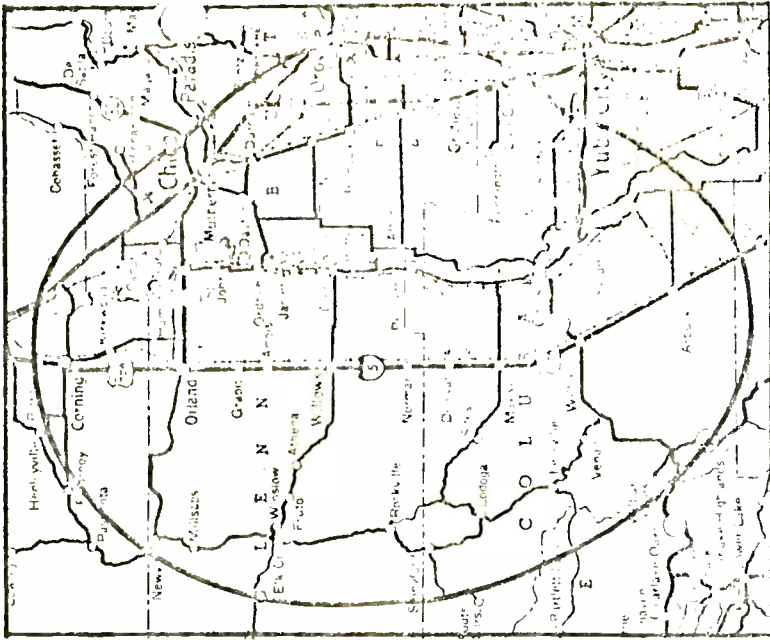
COVERAGE AREA

KCOP TELEVISION channel 13

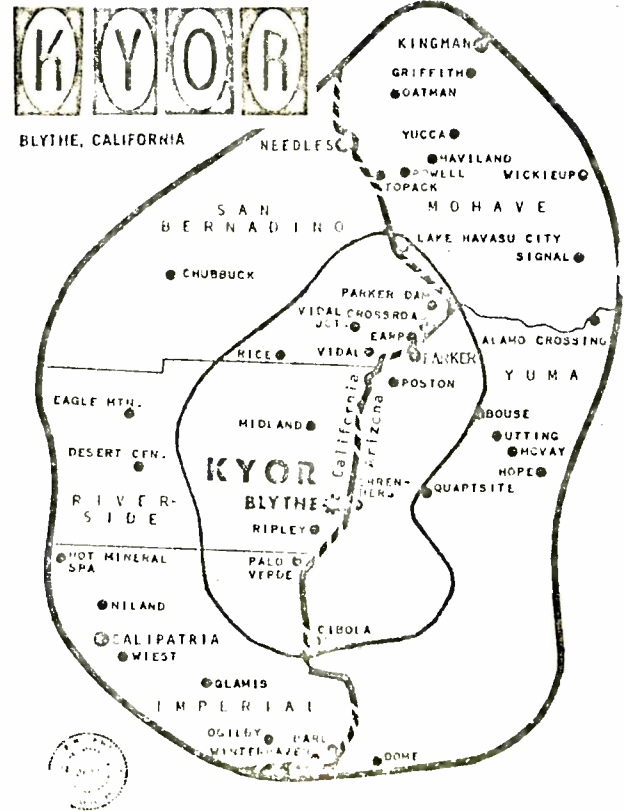
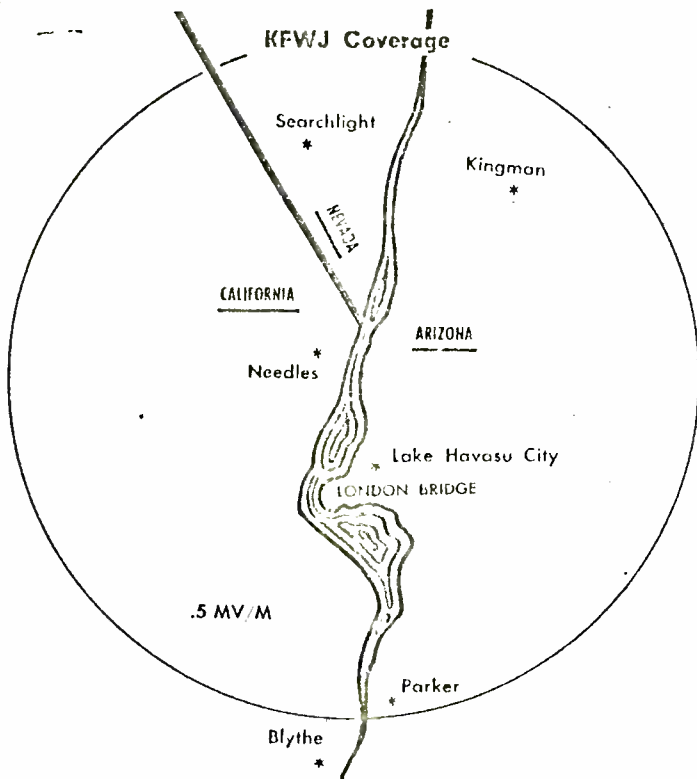
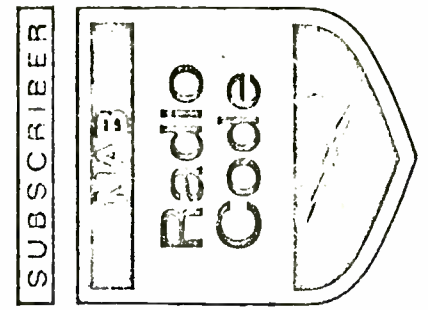


TRANSMITTER LOCATED ATOP MT. WILSON
VIDEO: 170,000 WATTS—AUDIO: 83,200 WATTS
ANTENNA HEIGHT: 2,920—5,880 FEET ABOVE SEA LEVEL

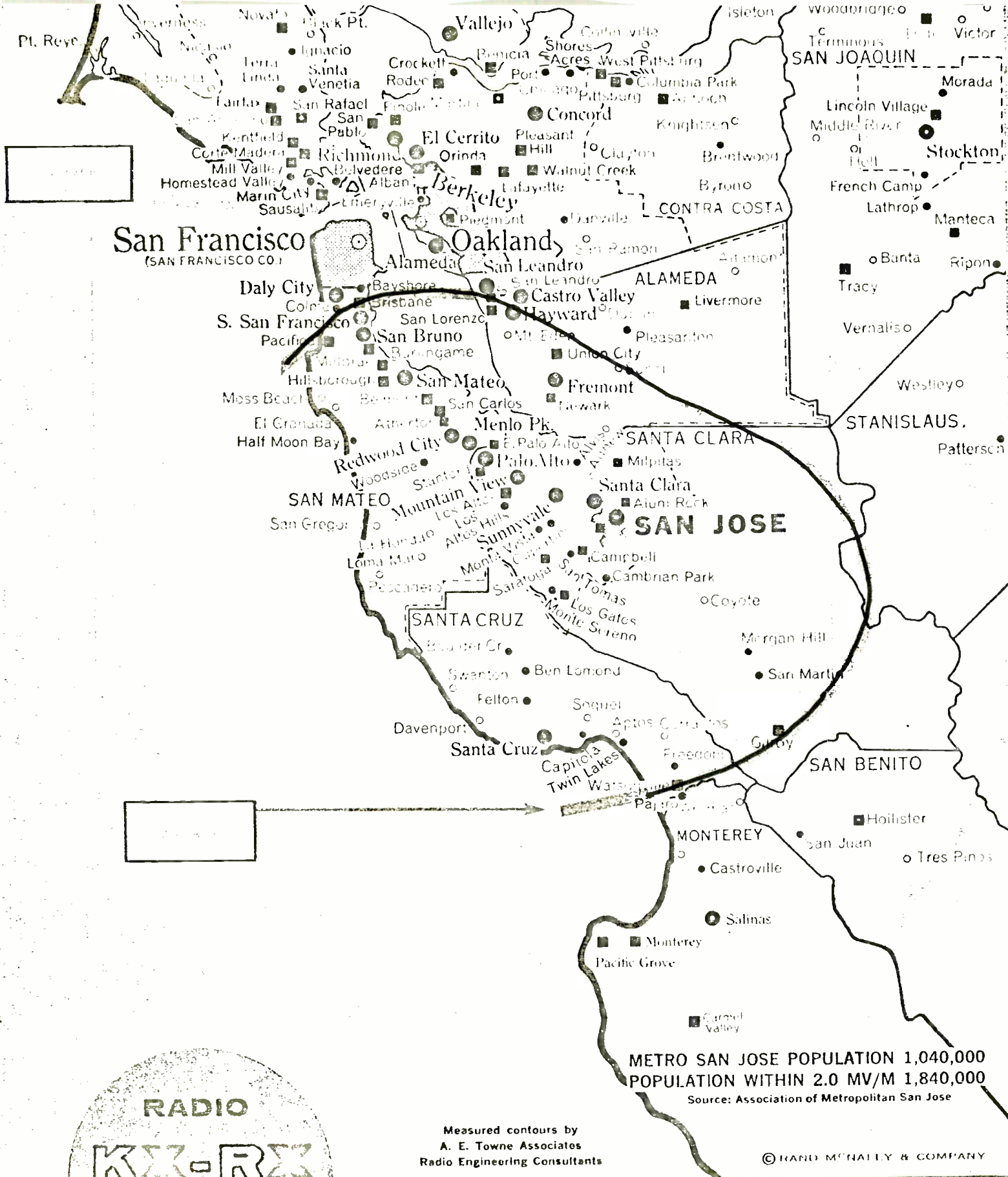
PREDICTED CONTOURS: El Centro



KICS, 1560 kc - Sacramento Valley
 Half Millivolt Centre
 Studio and Transmitter - Willows, California



"SERVING THE FABULOUS
 COLORADO RIVER AREA"



10,000 watts, days • 5,000 watts, nights • 1500 kc.
 Operating schedule: 24 hours daily
 Directional. Separate patterns day and night.
 Transmitter and Studios: North Bayshore Highway.
 One-half mile north of East Santa Clara Street, San Jose, California.