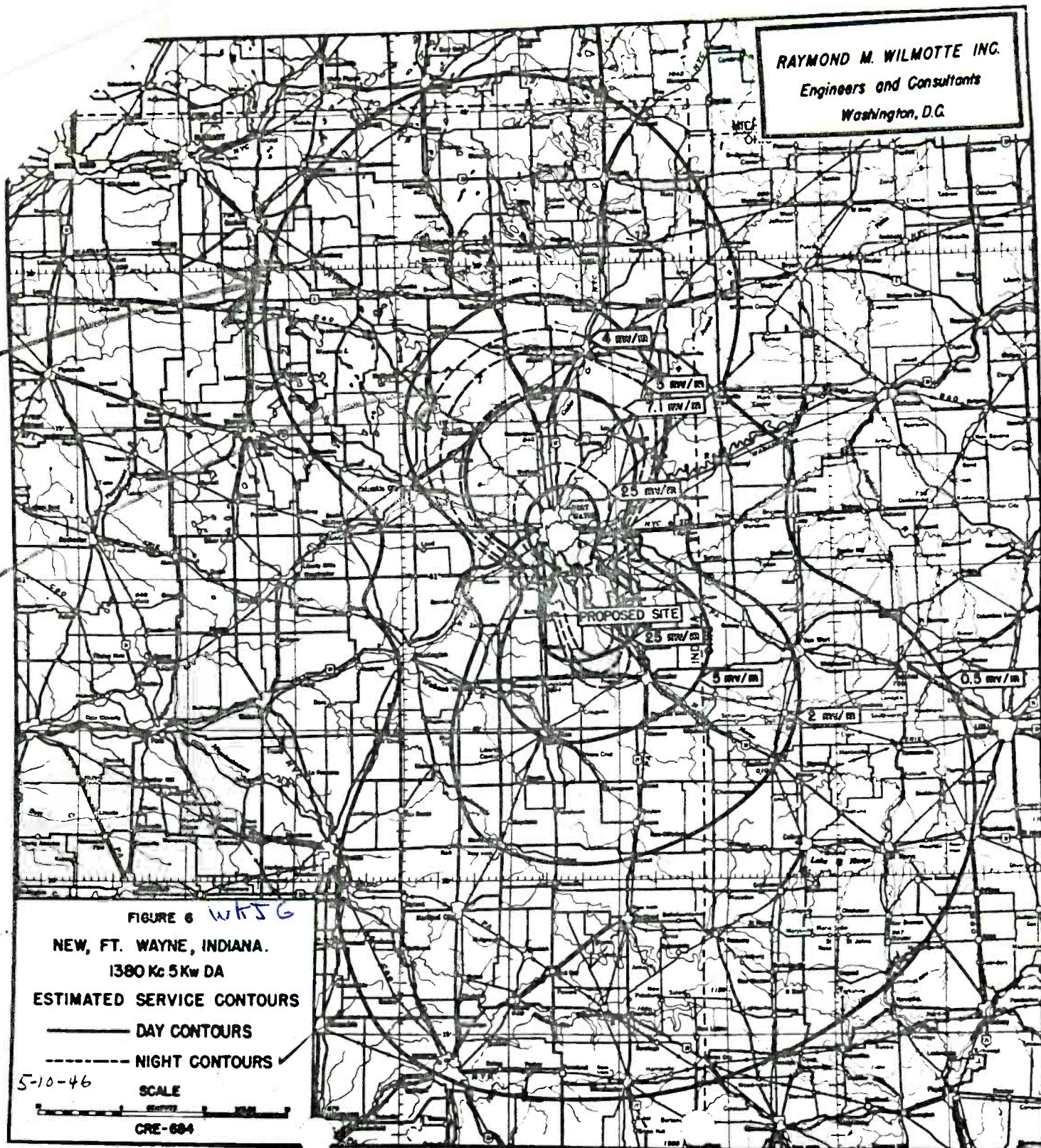


RAYMOND M. WILMOTTE INC.
Engineers and Consultants
Washington, D.C.



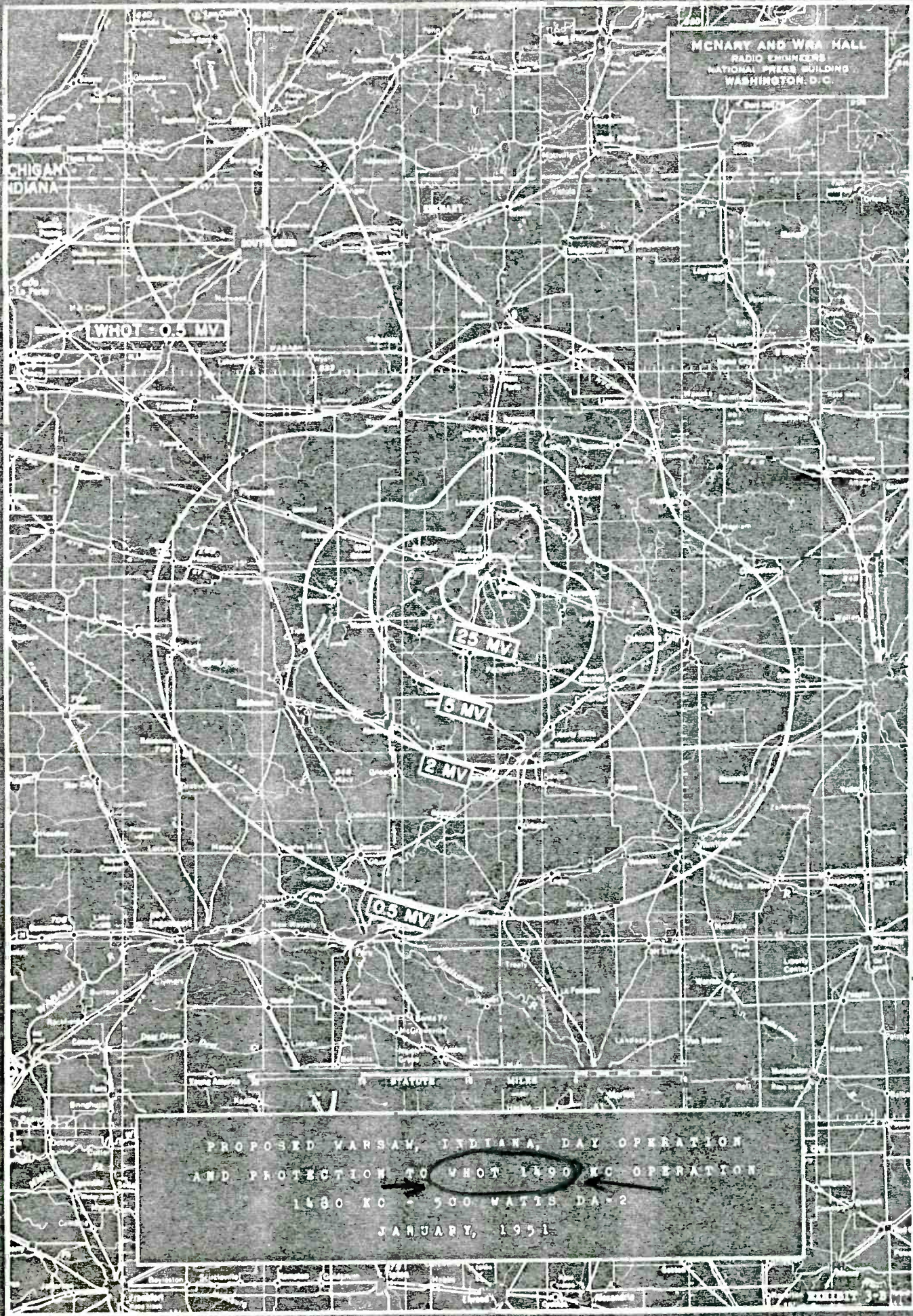
↓
0.5 MV

NITE

4 MV

FIGURE 6 *WTS6*
NEW, FT. WAYNE, INDIANA.
1380 Kc 5Kw DA
ESTIMATED SERVICE CONTOURS
—— DAY CONTOURS
----- NIGHT CONTOURS
5-10-46
SCALE
CRE-694

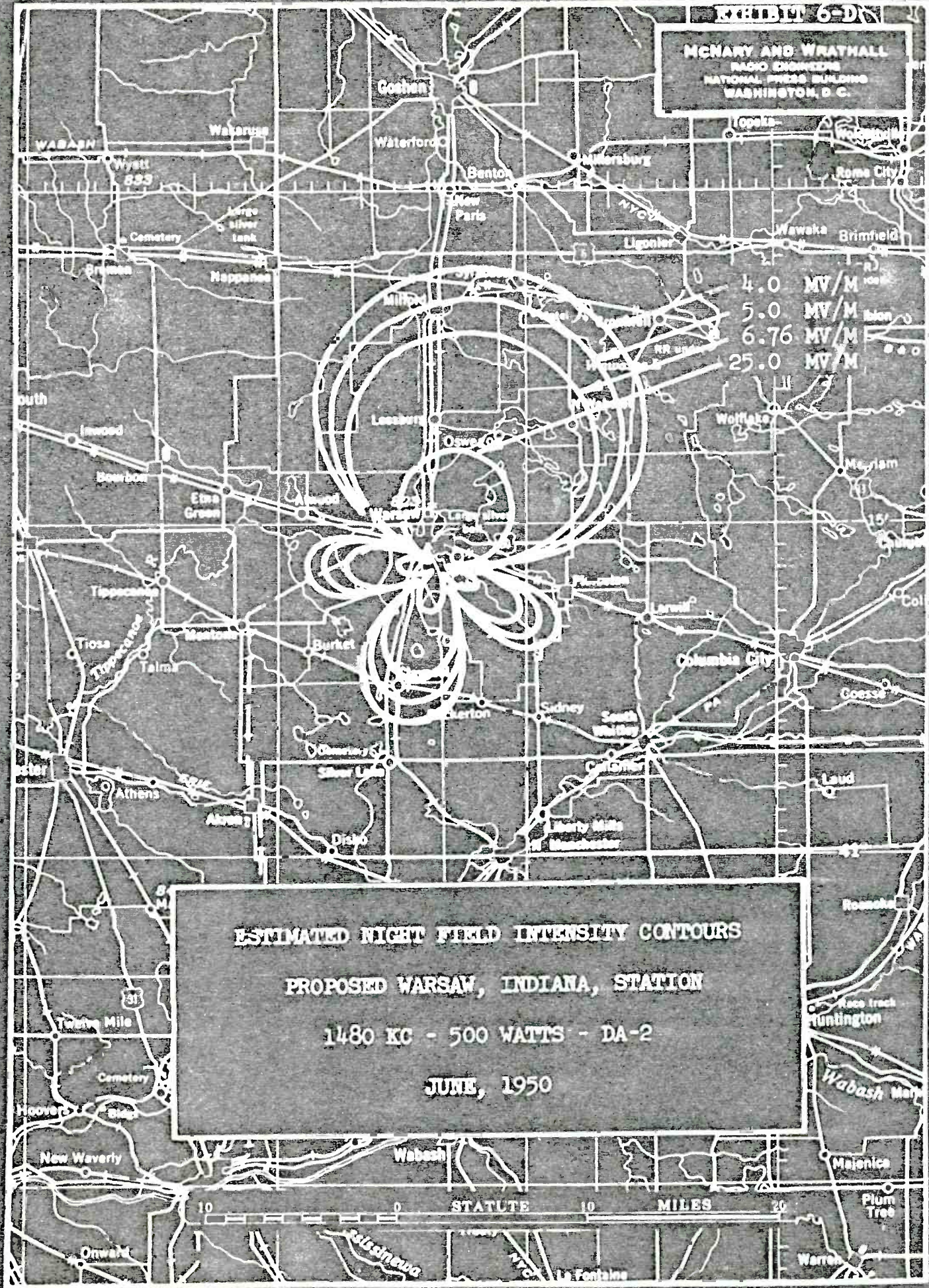
MENARY AND WRA HALL
RADIO ENGINEERS
NATIONAL PRESS BUILDING
WASHINGTON, D. C.



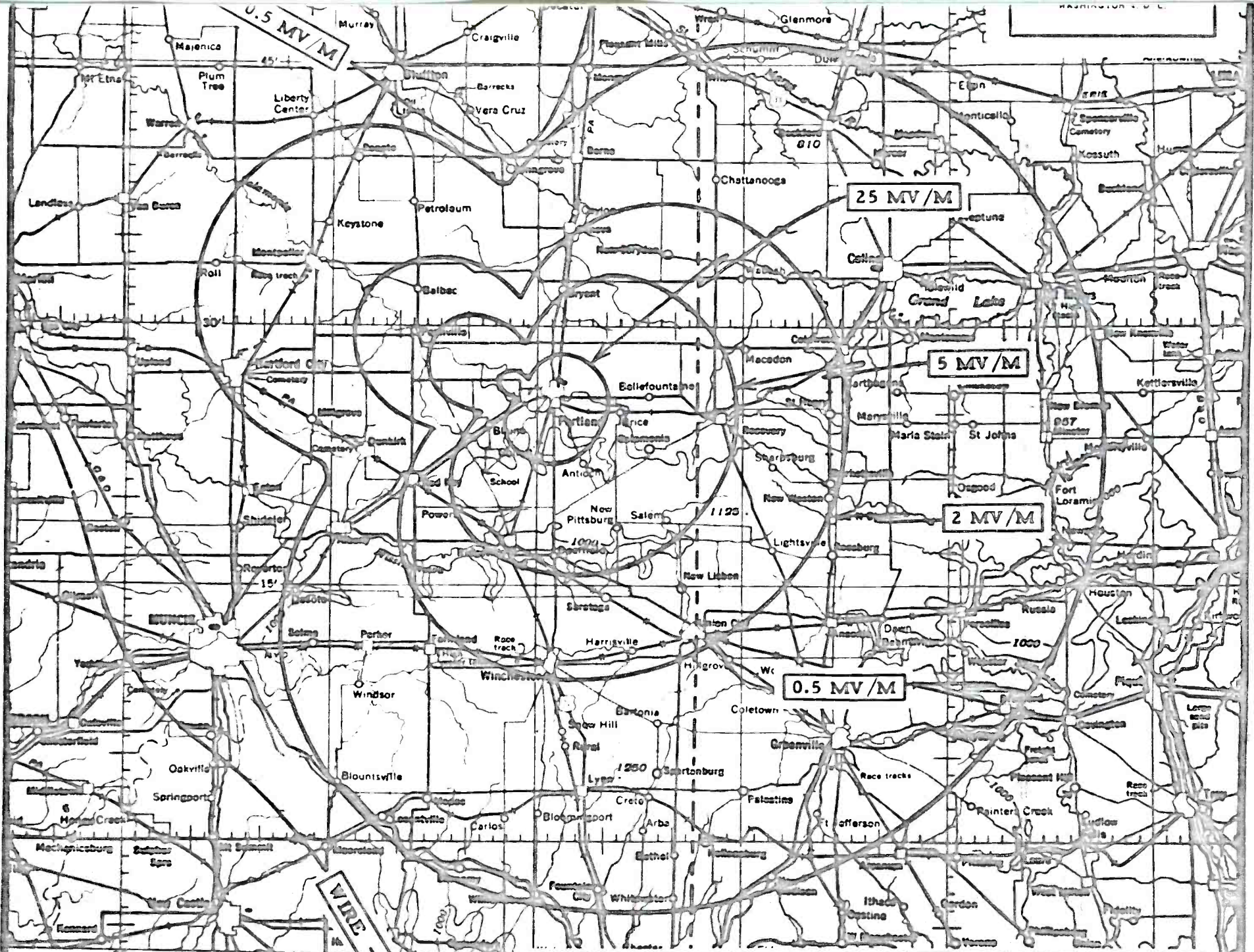
PROPOSED MANSAY, INDIANA, DAY OPERATION
AND PROTECTION TO WHOT 1490 KC OPERATION
1480 KC - 500 WATTS PA-2
JANUARY, 1951

624K SW

MCNARY AND WRATHALL
RADIO ENGINEERS
NATIONAL PRESS BUILDING
WASHINGTON, D. C.



WRSW



WPGW-1440

MAP SHOWING COMPUTED FIELD INTENSITY CONTOURS
 FOR PROPOSED DAYTIME ONLY OPERATION AT
 PORTLAND, INDIANA, ON 1440 KC WITH 500 WATTS POWER
 USING A DIRECTIONAL ANTENNA
 SEPTEMBER 1949

ML-798

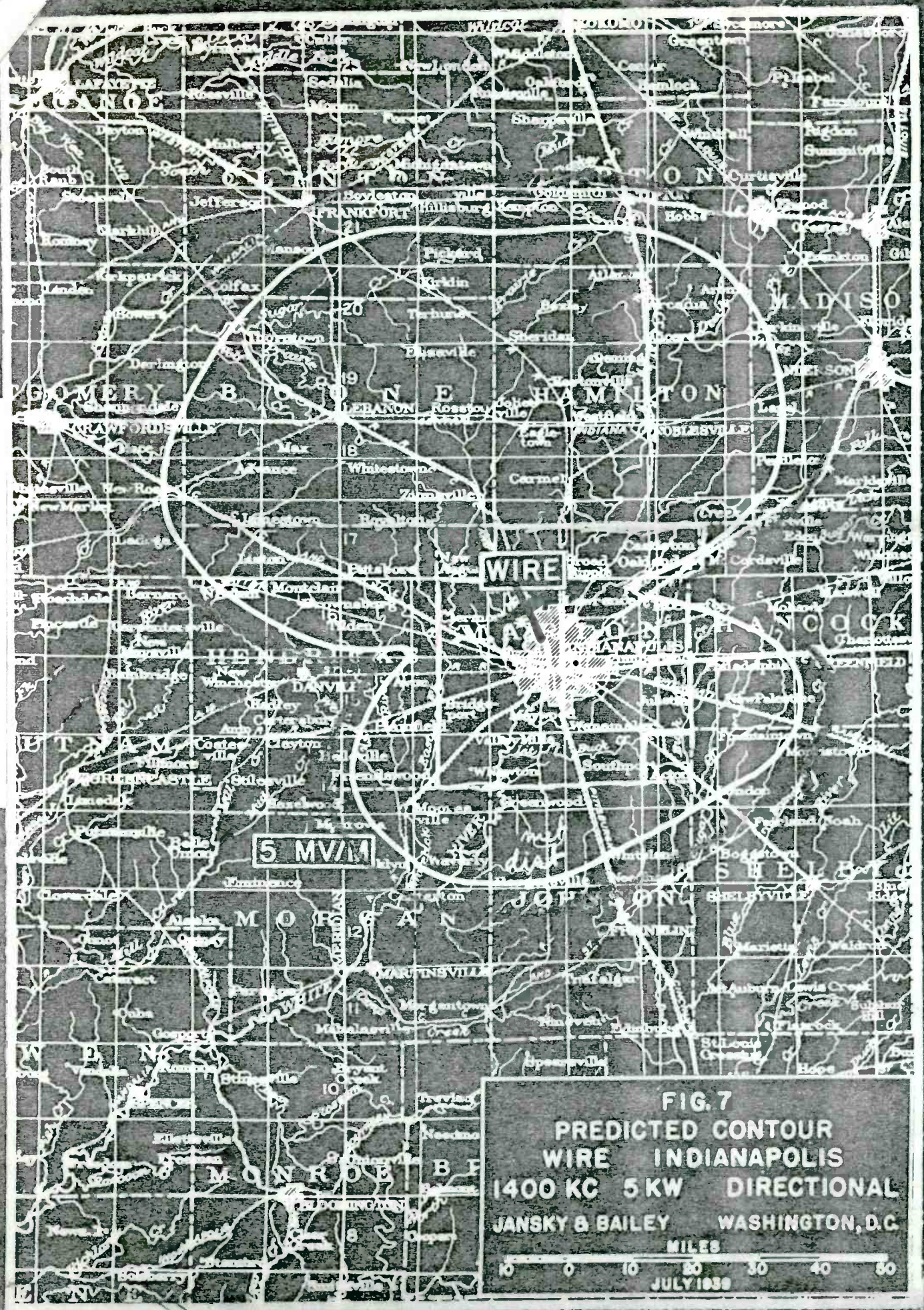
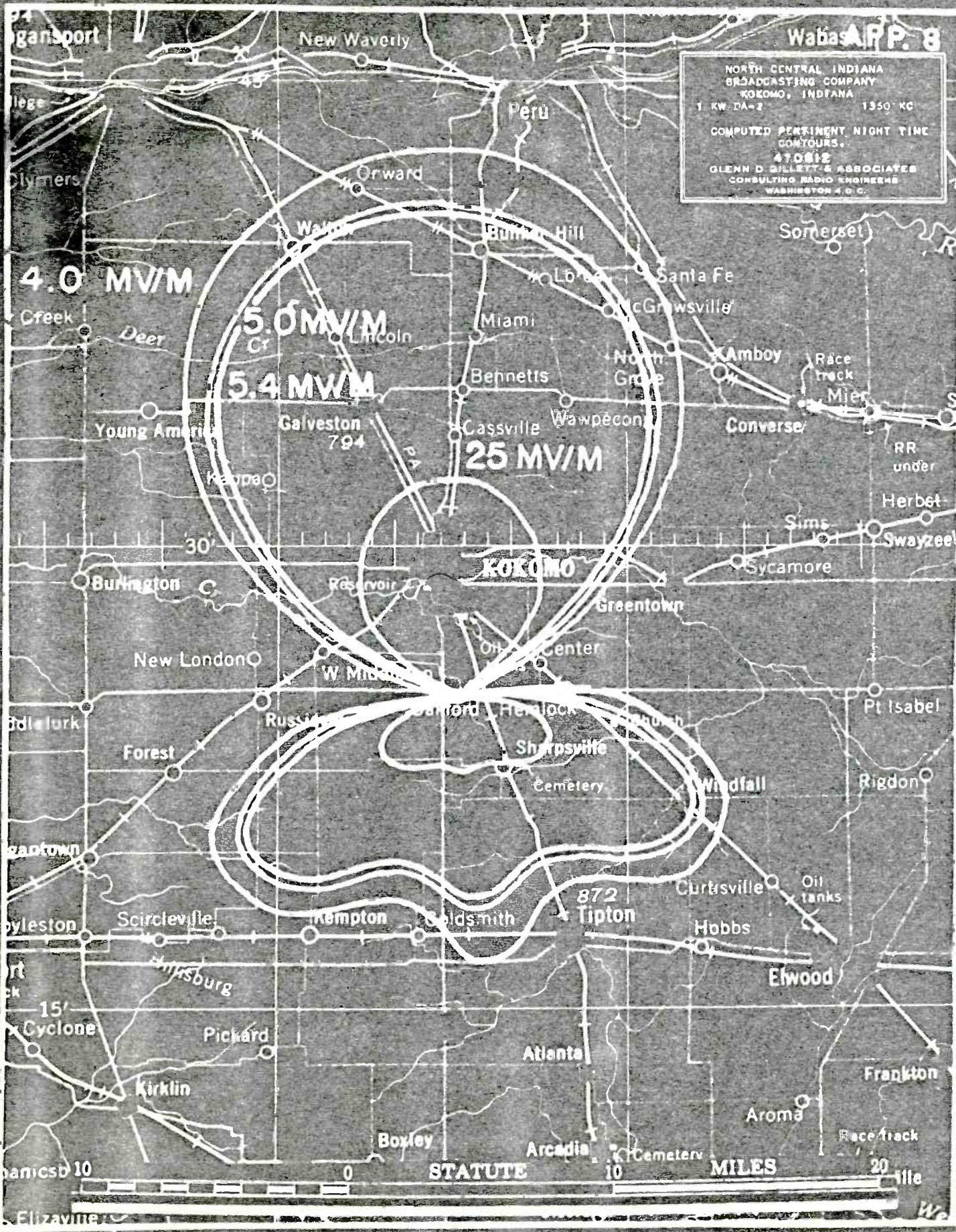


FIG. 7
PREDICTED CONTOUR
WIRE INDIANAPOLIS
1400 KC 5 KW DIRECTIONAL
JANSKY & BAILEY WASHINGTON, D.C.
 MILES
 JULY 1939

WIRE

Wabas **APP. 8**

NORTH CENTRAL INDIANA
BROADCASTING COMPANY
KOKOMO, INDIANA
1 KW DA-2 1350 KC
COMPUTED PERTINENT NIGHT TIME
CONTOURS.
47.012
GLENN D. GILLET & ASSOCIATES
CONSULTING RADIO ENGINEERS
WASHINGTON 4, D. C.



4.0 MV/M

5.0 MV/M

5.4 MV/M

25 MV/M

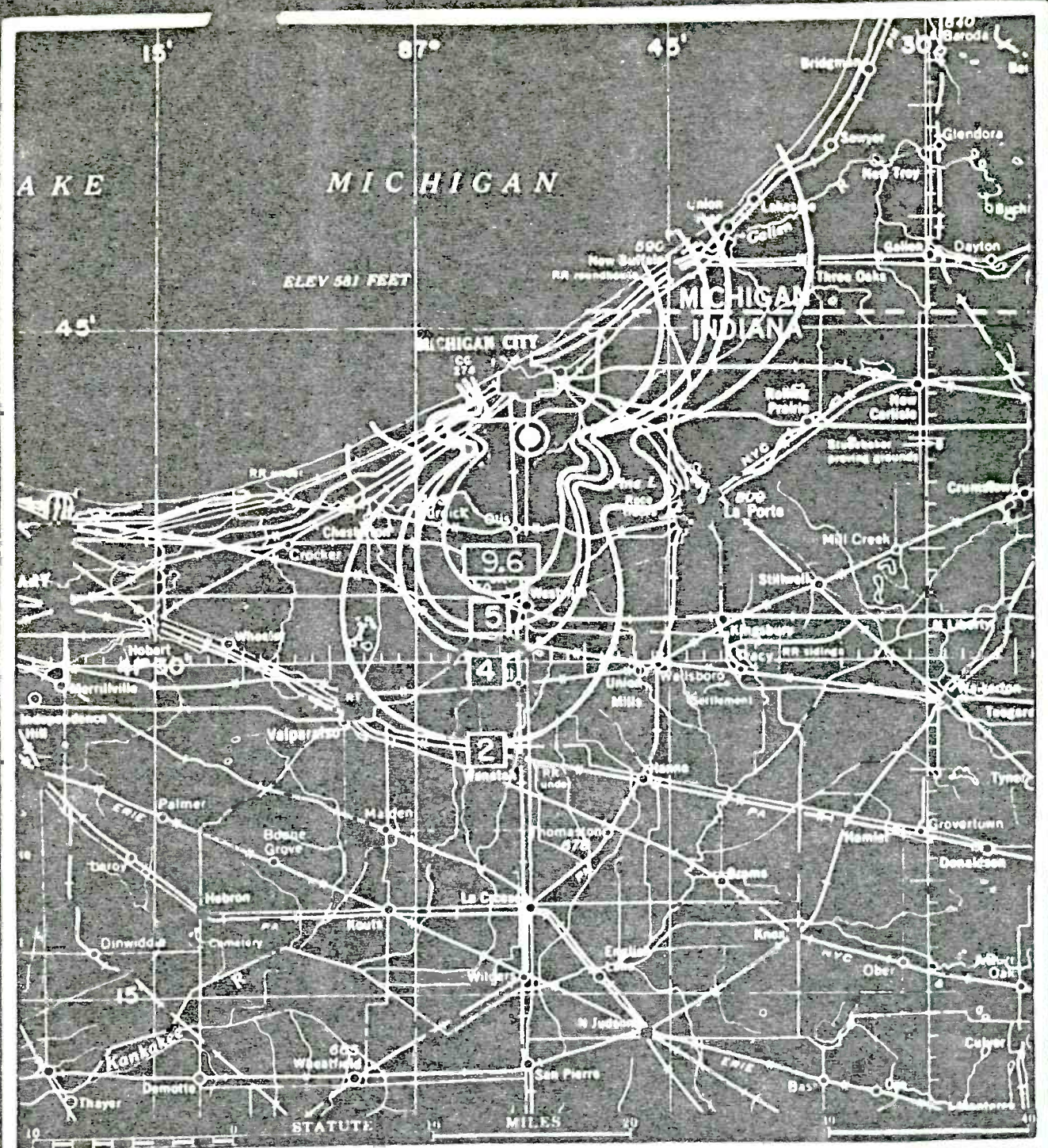
KOKOMO

872 Tipton

STATUTE

MILES

W 100



NORTHERN INDIANA BROADCASTERS INC.

**FIGURE 4 AMENDED
SERIES G490722**

MICHIGAN CITY, IND.

**1420 KC
500 WATTS
NIGHT**

CONDUCTIVITY USED

CONTOURS

PROPOSED

**McINTOSH & INGLIS
Consulting Radio Engineers**

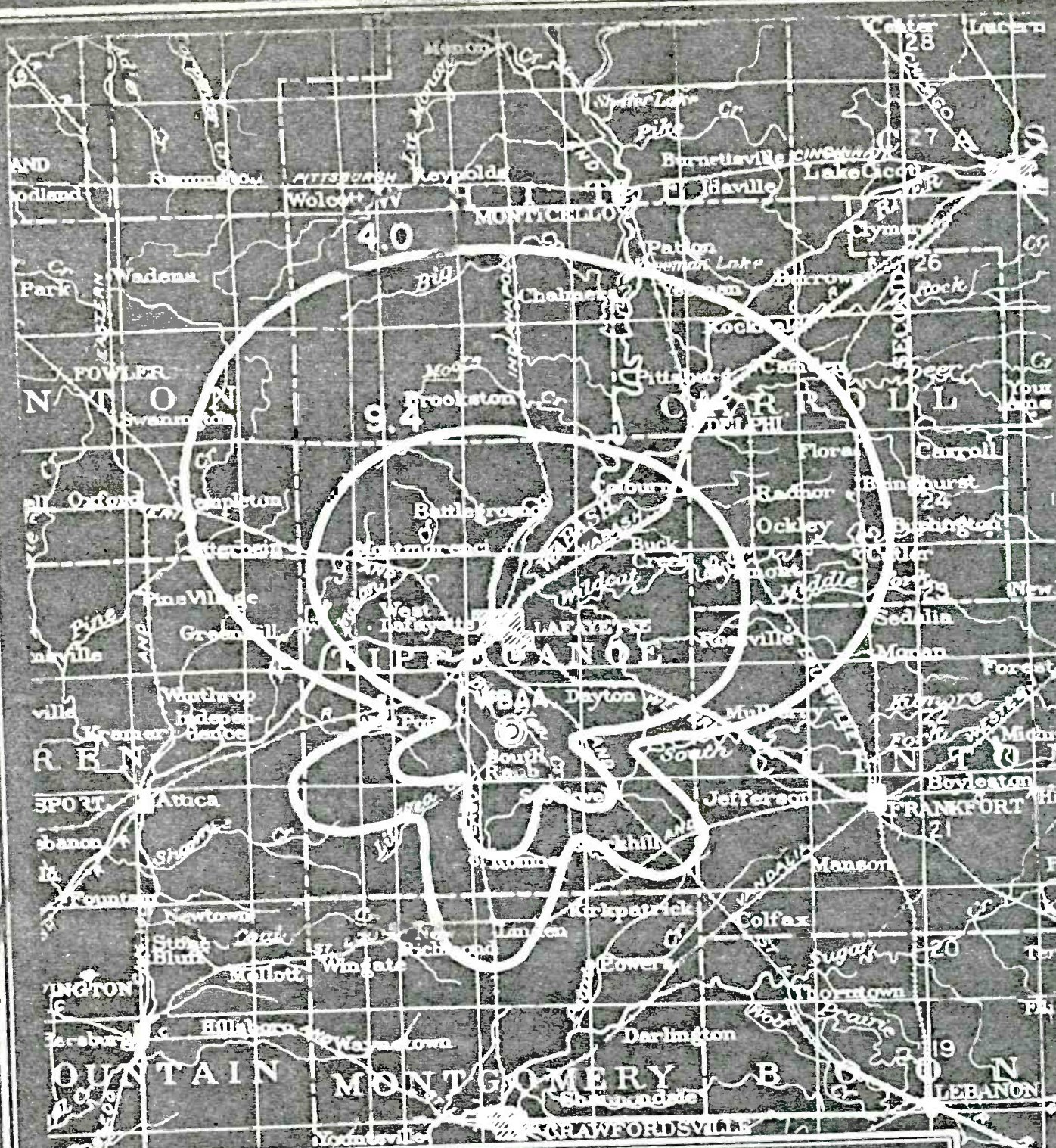
8×10^{-4} e.m.u.

MV/M

SITE

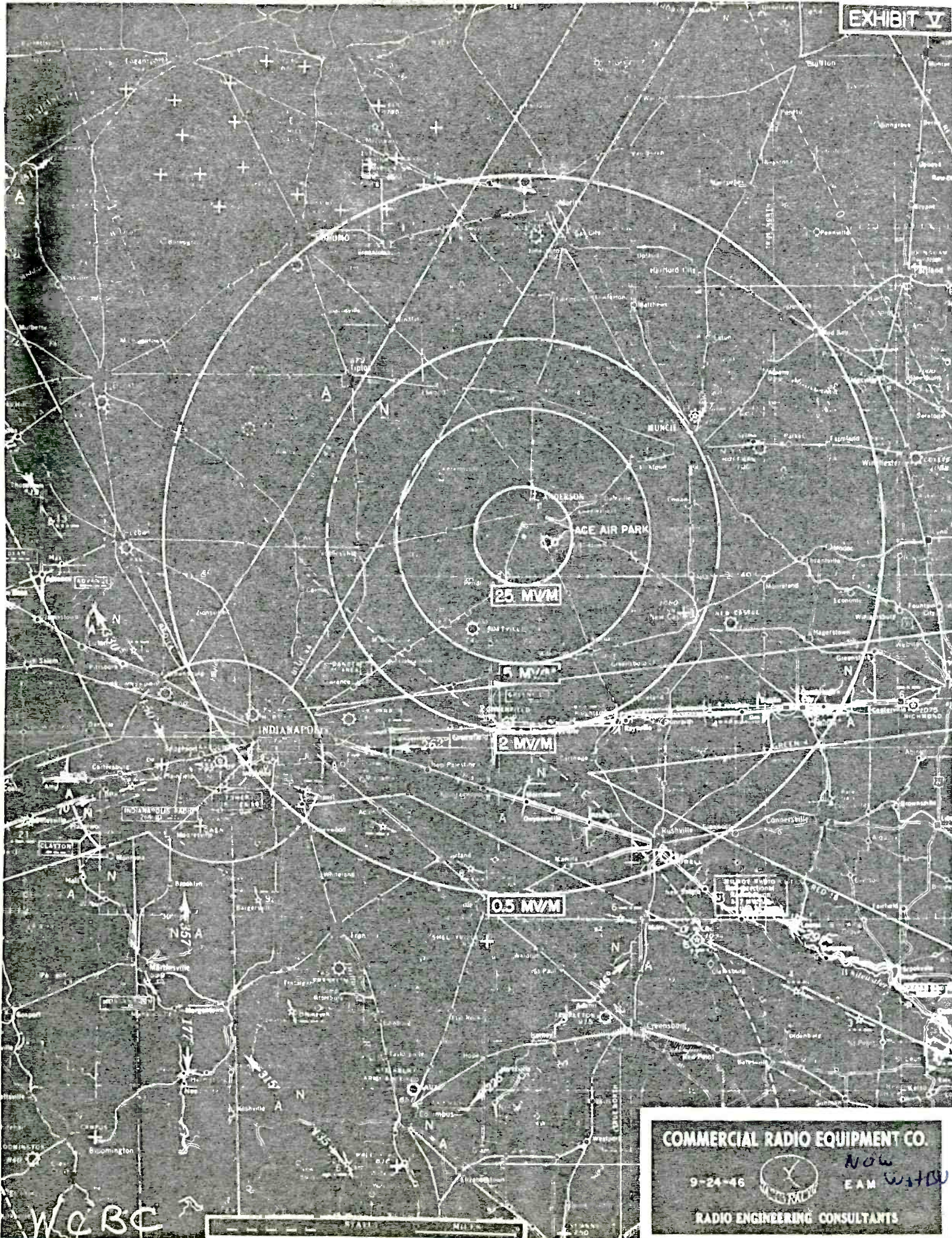
Washington, D.C.

WIMIS



MAP OF LAFAYETTE, IND. AND VICINITY
 SHOWING
 COMPUTED NIGHTTIME FIELD STRENGTH DISTRIBUTION
 ABOUT
 RADIO STATION WBAA
 PROPOSED FACILITIES
 1 KW. DAN
 800 KC.
 920 KC.
 GLENN D. GILLETT
 SCALE OF MILES





COMMERCIAL RADIO EQUIPMENT CO.

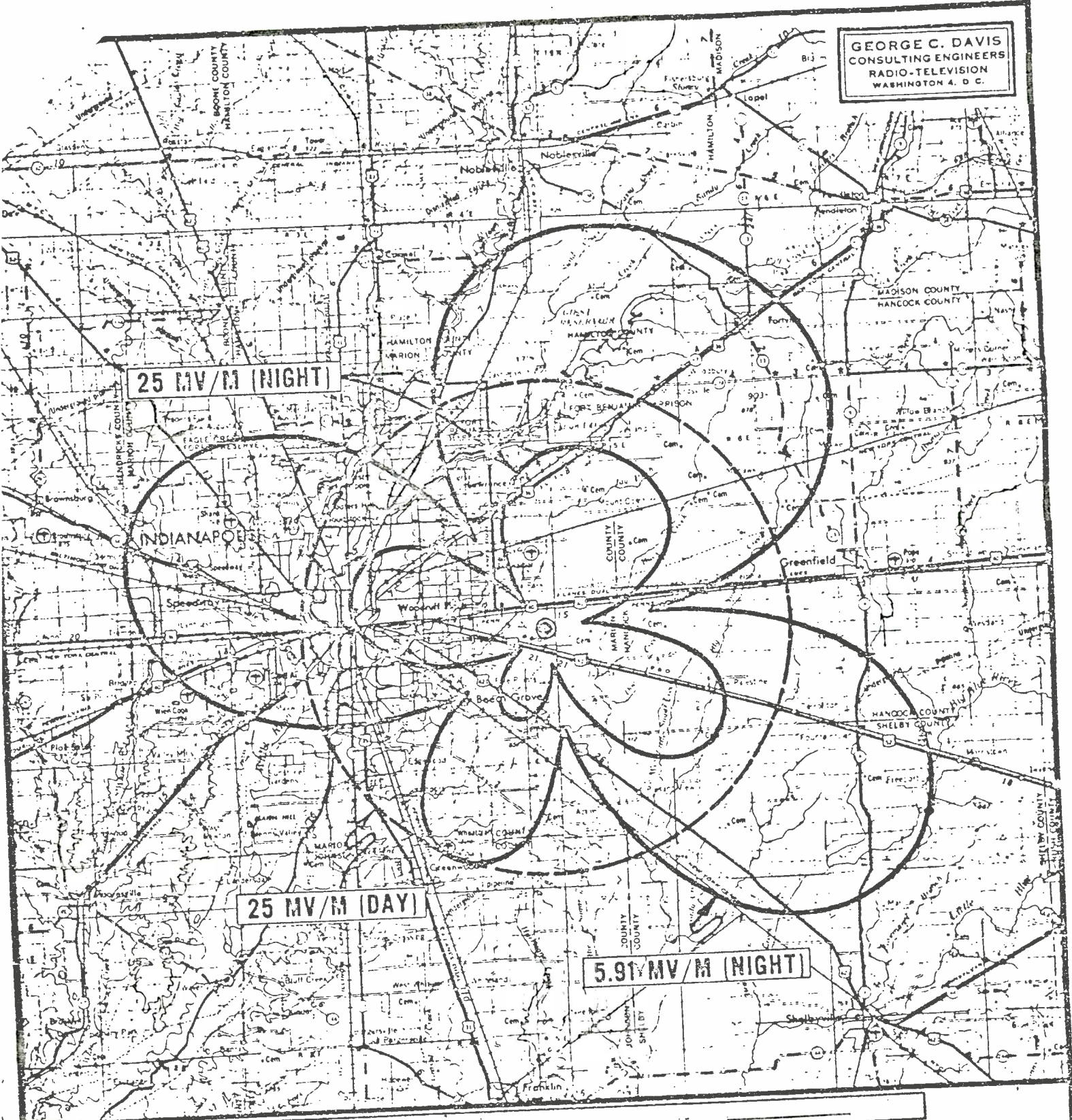
9-24-46



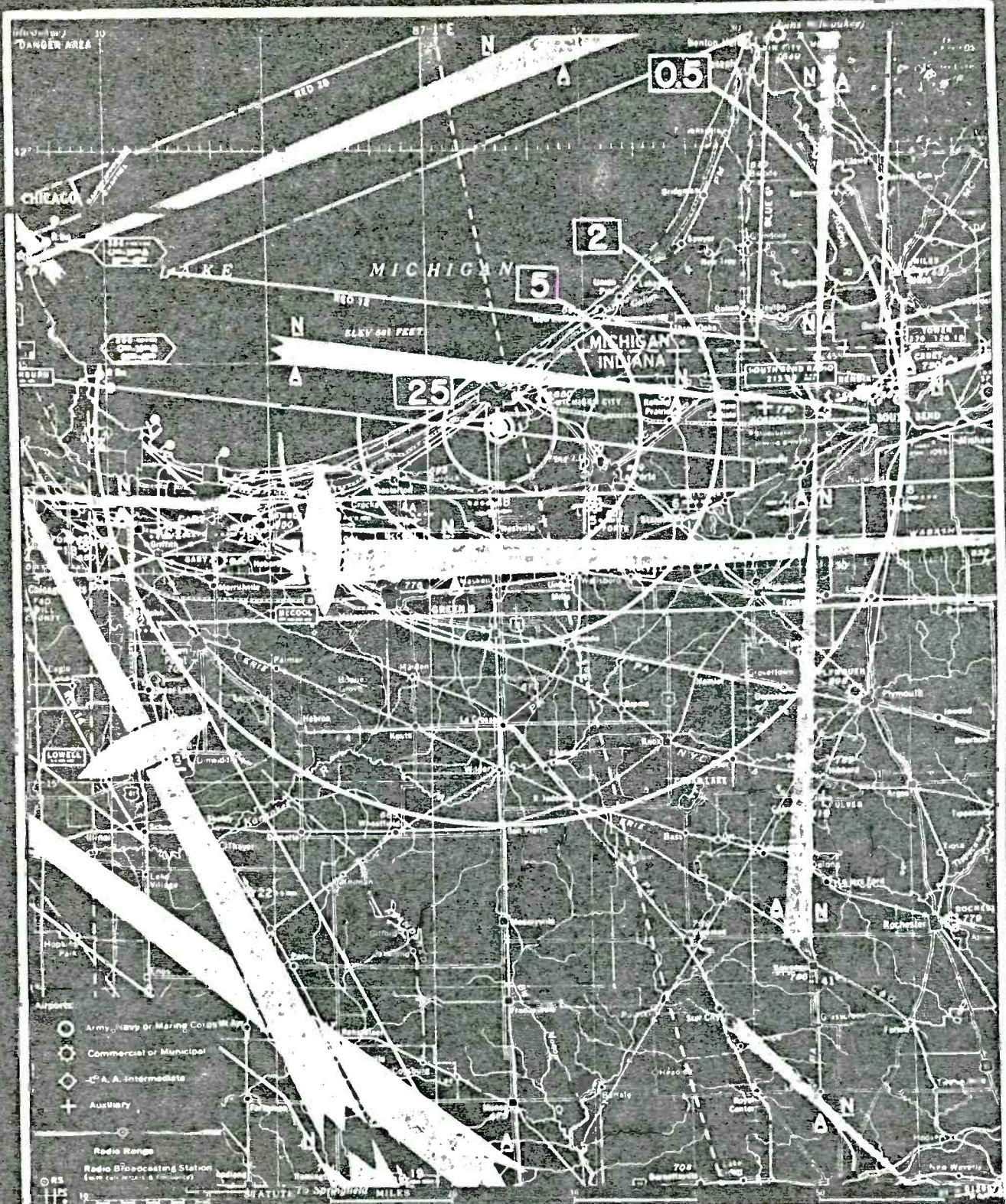
Now EAM with WQBC

RADIO ENGINEERING CONSULTANTS

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON 4, D. C.



COMPUTED CONTOURS
FOR PRESENT OPERATION OF
WIFE, INDIANAPOLIS, INDIANA
1310 KC - 1N/5KW-D - DA-N
APRIL 1964



NORTHERN INDIANA BROADCASTERS INC. MICHIGAN CITY, IND.		Figure 1 Series 470418D
		1420 KC 1000 WATTS DAY
CONDUCTIVITY USED 8×10^{14} e.m.u.	CONTOURS, MV/M RMS 185 MV/M	○ ● PROPOSED SITE FRANK H. McINTOSH Consulting Radio Engineer Washington, DC

WIMS



FIELD STRENGTH CONTOURS BASED UPON PROOF OF PERFORMANCE FIELD MEASUREMENTS.

RADIO STATION WWGA
1270 KC

IKW-U

GARY, INDIANA
DA-1

Scale



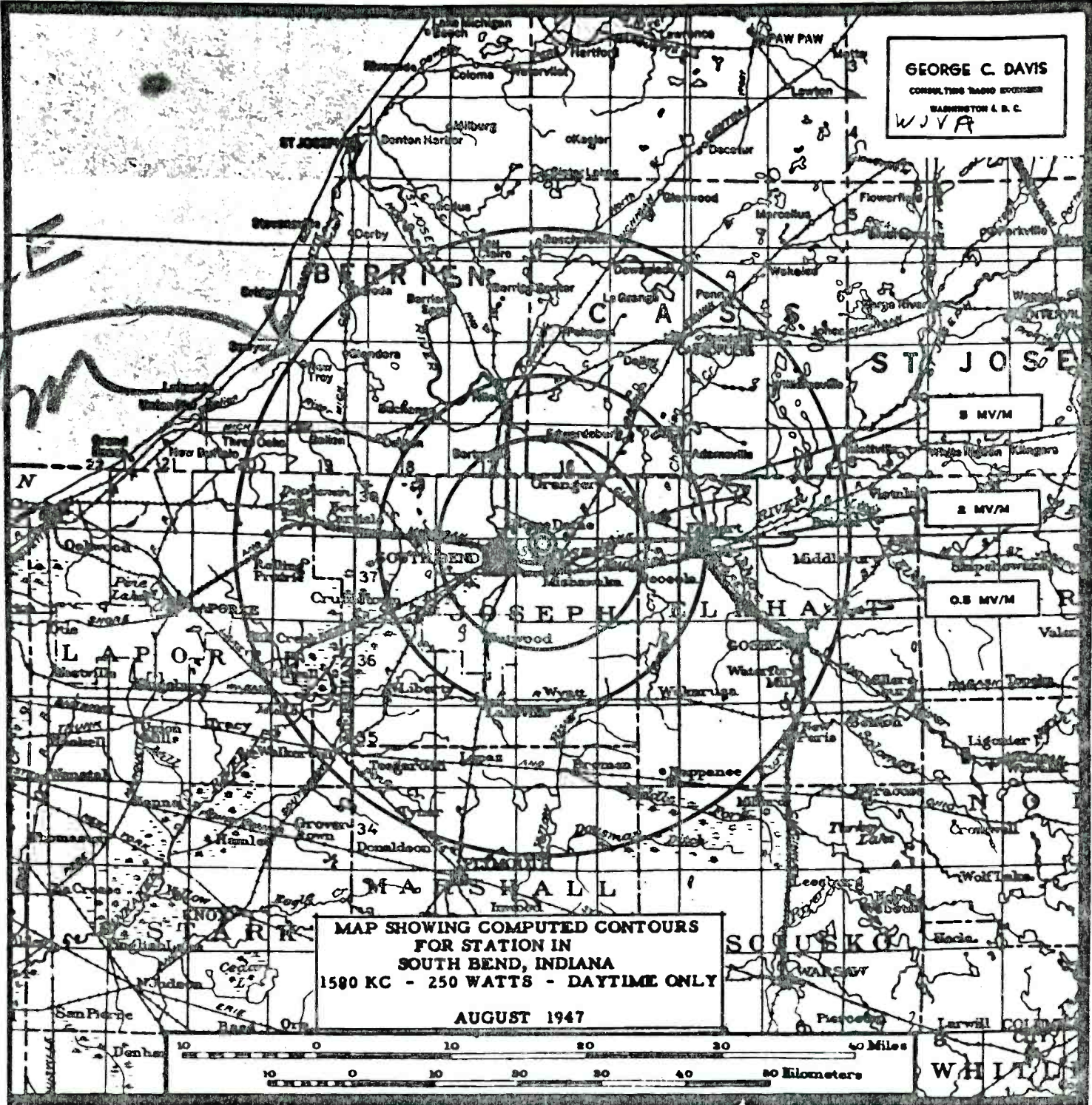
COMMERCIAL RADIO EQUIPMENT COMPANY

RADIO ENGINEERING CONSULTANTS

WWGA

OUTER
CIRCLE
IS MVM
DAY
ONLY

GEORGE C. DAVIS
CONSULTING RADIO ENGINEER
WASHINGTON D. C.
WJVA



MAP SHOWING COMPUTED CONTOURS
FOR STATION IN
SOUTH BEND, INDIANA
1500 KC - 250 WATTS - DAYTIME ONLY
AUGUST 1947



WJVA



Outlying RF Contours Around Proposed Site for the New Standard Broadcast Station at Tell City, Indiana
 Frequency: 1230 KCS Power: 250 Watts

Fred O. Griswood and Co., Engineers

Scale 500,000

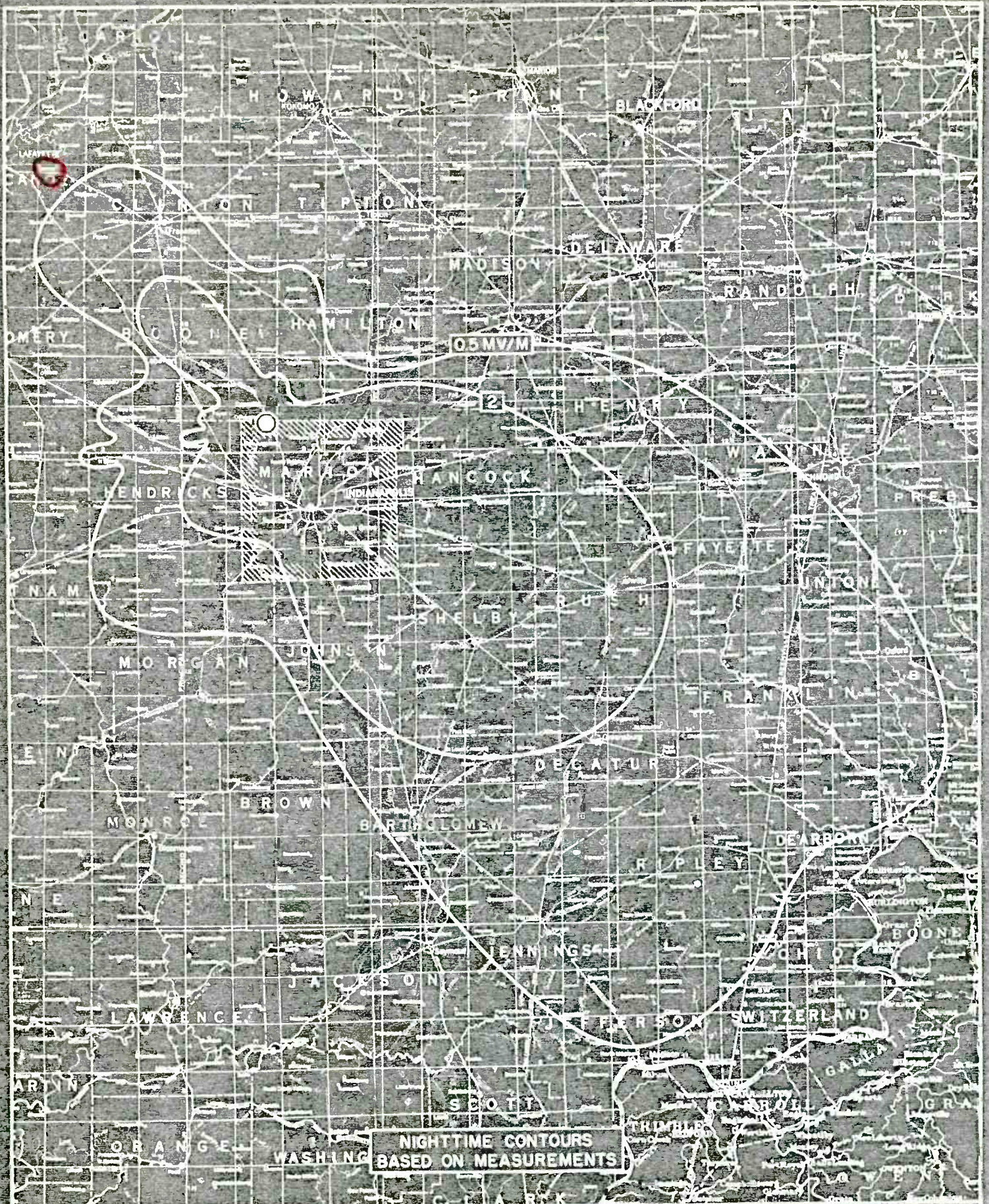


NIGHTTIME CONTOURS BASED ON MEASUREMENTS



PREPARED BY
THE FIRM OF A. EARL CULLUM, JR.
CONSULTING ENGINEERS

RADIO STATION WIBC
INDIANAPOLIS, INDIANA
660315
FIGURE 3B



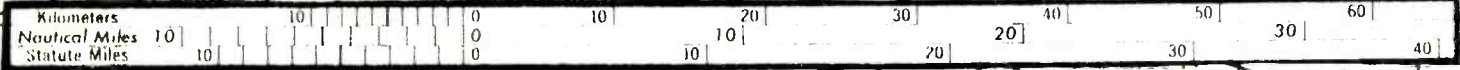
A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
DALLAS TEXAS

RADIO STATION WIBC
INDIANAPOLIS, INDIANA
1070 KC 10 KV 50 KW - LS DA-2

- 1110 K.C. -

WHYT

- ON THE WHITE RIVER -



SUBURBAN RADIO

10670 HIGHLAND DRIVE,
INDIANAPOLIS, INDIANA 46280

WMBI 0.050 MV/M
Prop. Noblesville 1 MV/M MEOV

SITE

25 MV/M
5 MV/M

Int. from WMBI

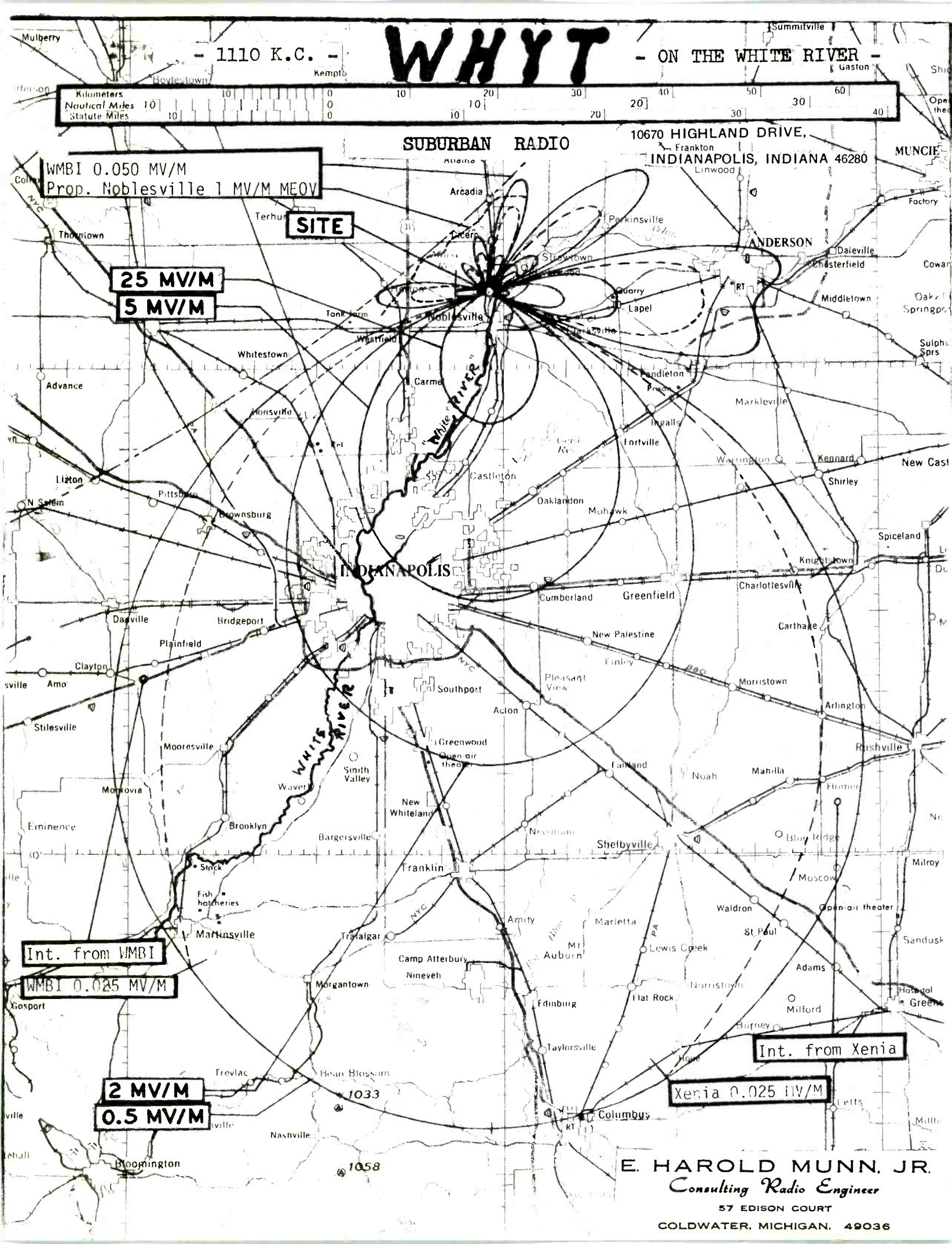
WMBI 0.025 MV/M

2 MV/M
0.5 MV/M

Int. from Xenia

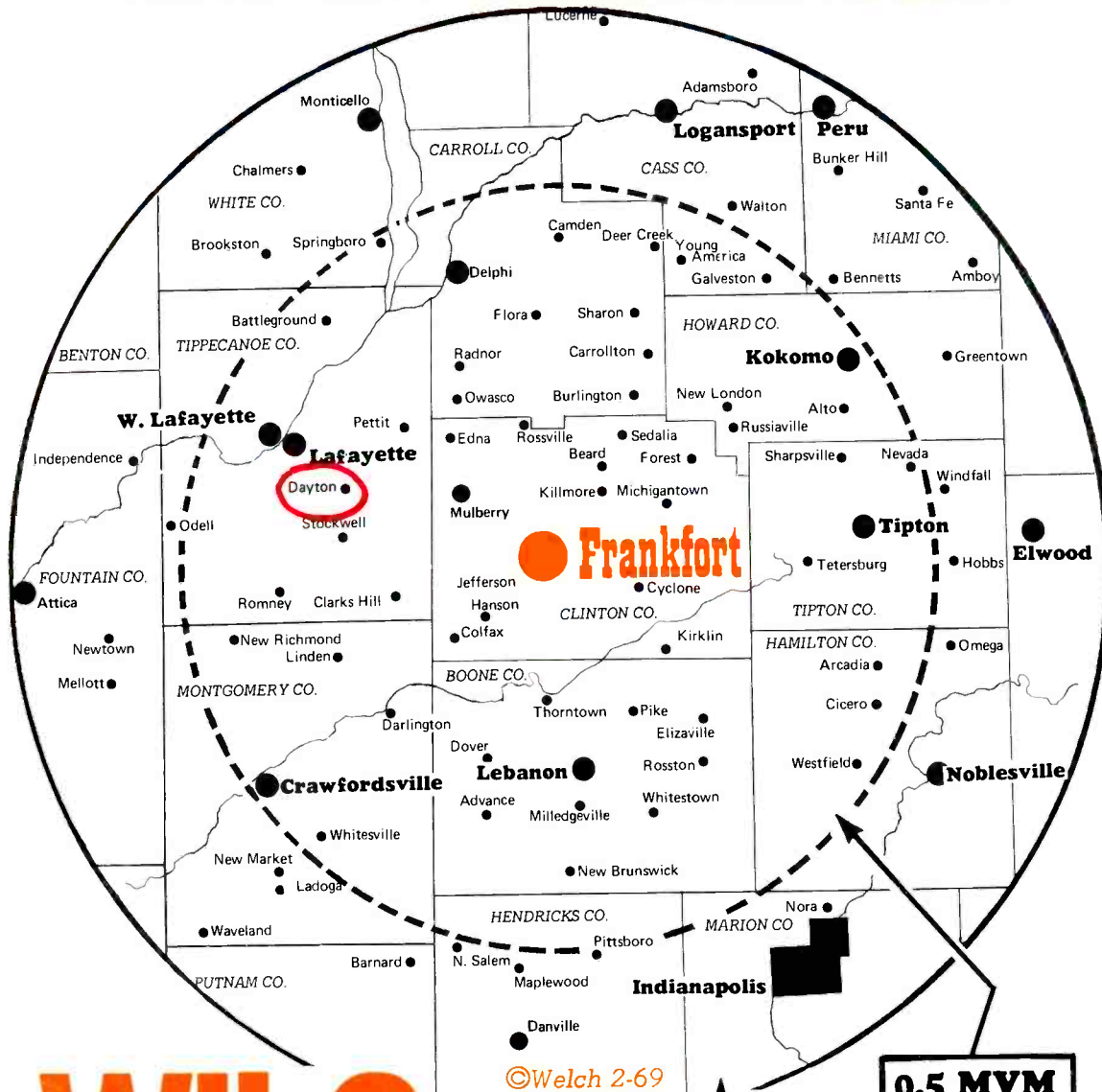
Xenia 0.025 MV/M

E. HAROLD MUNN, JR.
Consulting Radio Engineer
57 EDISON COURT
COLDWATER, MICHIGAN, 49036



From the Heart of Indiana's Richest Farmland

A PROFILE OF Frankfort, Indiana



Located in the midst of Indiana's richest farmland --- **FRANKFORT** is a growing center - now the home of Peter Paul Candies; Ingram-Richardson Inc.; Mallory Controls; National Seal; Aristocraft Trailers; General Battery Company; and Del Monte's Tomato Products Division.

CLINTON COUNTY ranks fourth in grain production - third in hog production - there are many prosperous farmers and the average-gross-income-per-farm is \$17,127 (SRDS)!

The total gross farm income within the primary coverage of **WILO-AM RADIO** hits \$178 millions!

WILO RADIO ... with its comprehensive AM and FM facilities ... the only radio station in progressive Clinton County, surely excels in its theme of "FULL SERVICE RADIO" by its total involvement in community urban and rural affairs.

WILO

Frankfort, Indiana

ACCENT ON SERVICE

- * Farm News
- * Shopping Information
- * Area Sports
- * Local News

Established 1953

KASPAR BROADCASTING CO., INC.

V. J. Kaspar, General Manager
Postal Box 255 Phone 659-3338

Frankfort, Indiana
46041

©Welch 2-69



0.5 MVM

50 UVM

Market Data:

	0.5 MVM AM Coverage	50 UVM FM Coverage
Population	368,115	1,623,870
Households	107,830	416,080
AM Radio Homes	107,030	(FM) 173,660
Spendable Income	\$ 759,433,000	2,914,590,000
TOTAL RETAIL SALES	\$ 543,448,000	1,933,038,000
Food Stores	\$ 96,114,000	392,085,000
Drug Stores	\$ 15,943,000	82,543,000
Dept. Stores	\$ 53,088,000	278,556,000
Apparel Shops	\$ 19,776,000	81,735,000
Homefurnishings	\$ 20,306,000	86,491,000
Auto Sales	\$ 88,054,000	363,041,000
Service Stations	\$ 34,512,000	153,863,000
Private Autos	163,080	611,090
Farm Population	55,470	109,630
Farm Gross Income	\$ 178,554,000	315,464,000

SOURCE: SRDS Consumer Data ©

AM - 1570 kc
250 Watts
Daytime

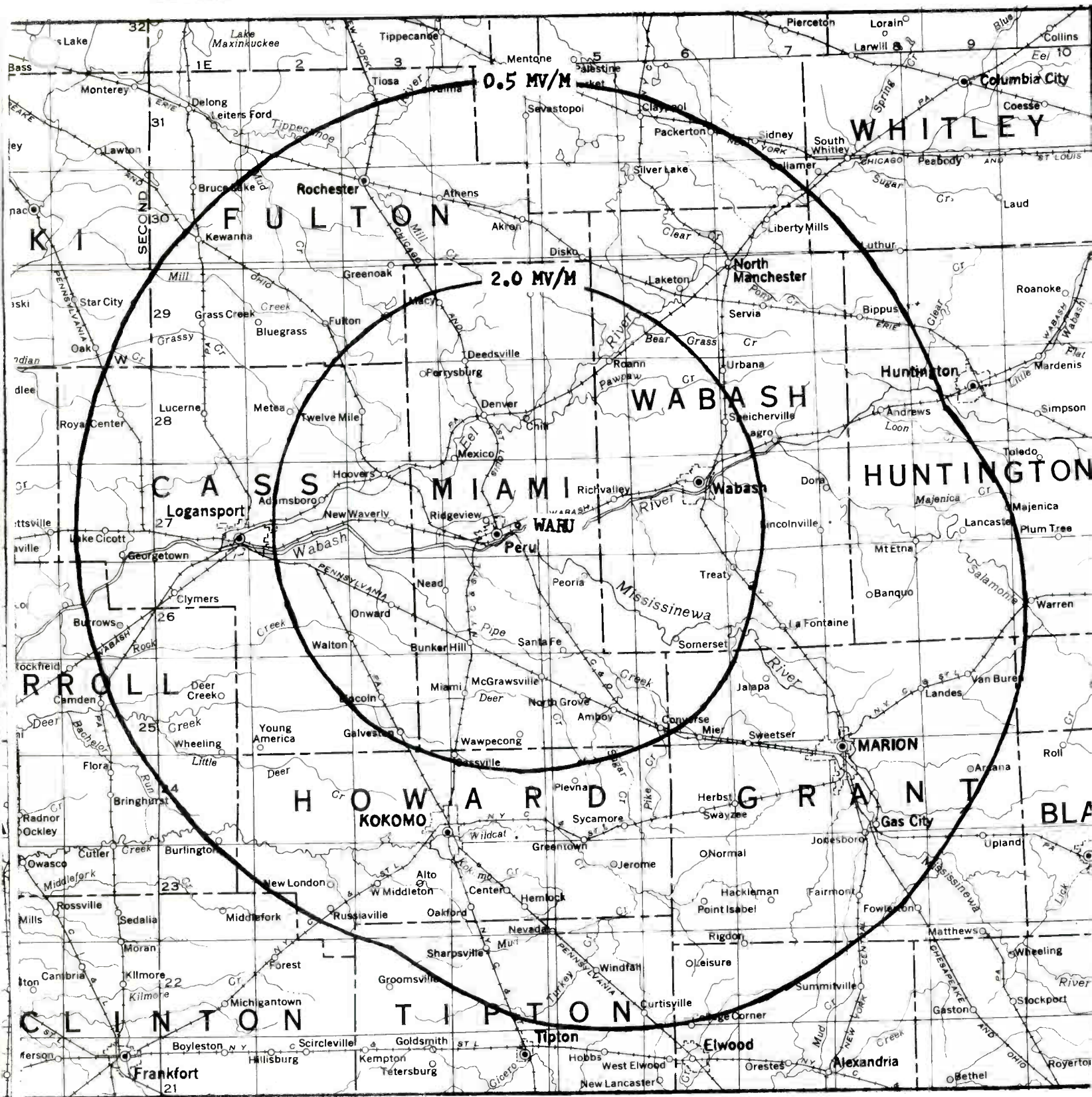
FM - 99.7 mc
5,940 Watts
Fulltime

WILO RADIO provides total area-community programming with both UPI news wire and UPI Audio, 24-hour local news department - complete area including grain and livestock markets - live coverage of community service events and --- the weather!

National Representatives:
GEORGE T. HOPEWELL INC.

Prepared & Copyrighted by:
ALLIED CREATIVE SERVICES

WARU - Studios in Peru and Wabash, Indiana



FCC COVERAGE CONTOURS
BY

Haskett & Volkman

BROADCAST CONSULTANTS
CINCINNATI 39, OHIO

RADIO STATION WARU
WABASH - Peru Broadcasting Co. Inc.
Peru, Indiana
1600 KC 1000 WATTS

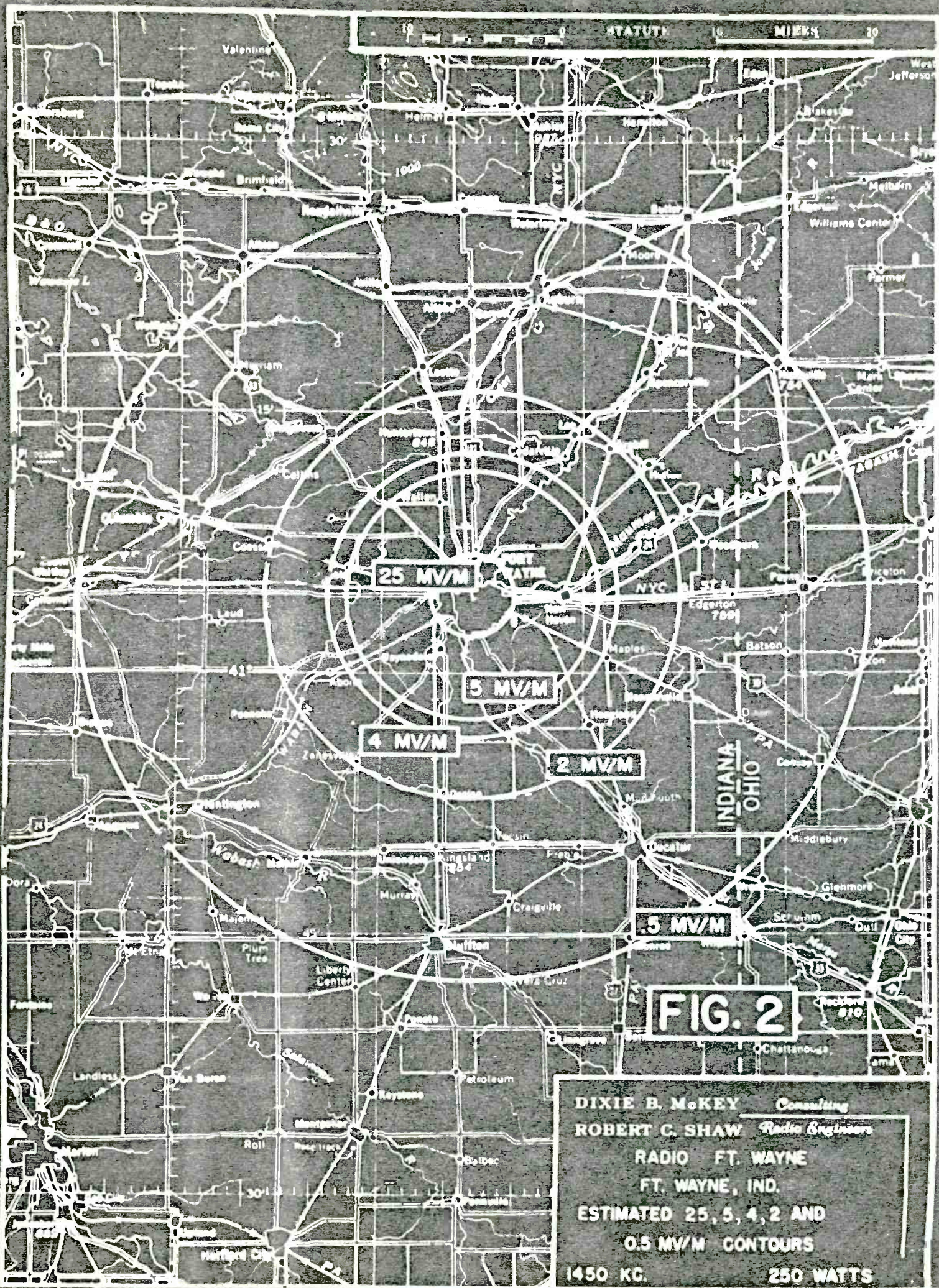
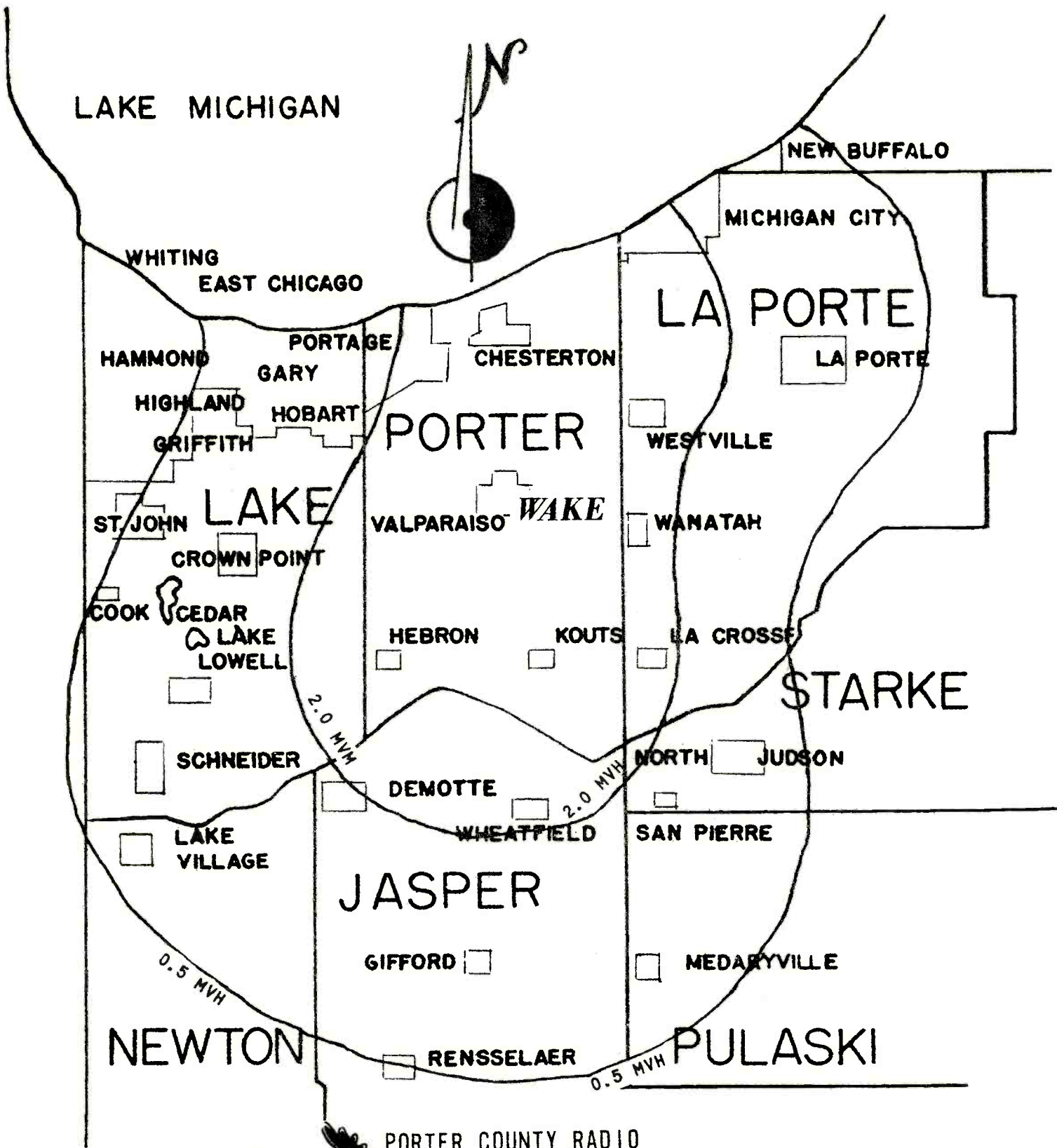


FIG. 2

DIXIE B. McKEY *Consulting*
 ROBERT C. SHAW *Radio Engineers*
 RADIO FT. WAYNE
 FT. WAYNE, IND.
 ESTIMATED 25, 5, 4, 2 AND
 0.5 MV/M CONTOURS
 1450 KC. 250 WATTS

WAYNE



PORTER COUNTY RADIO



DIAL 1500

WAKE *Radio AM*

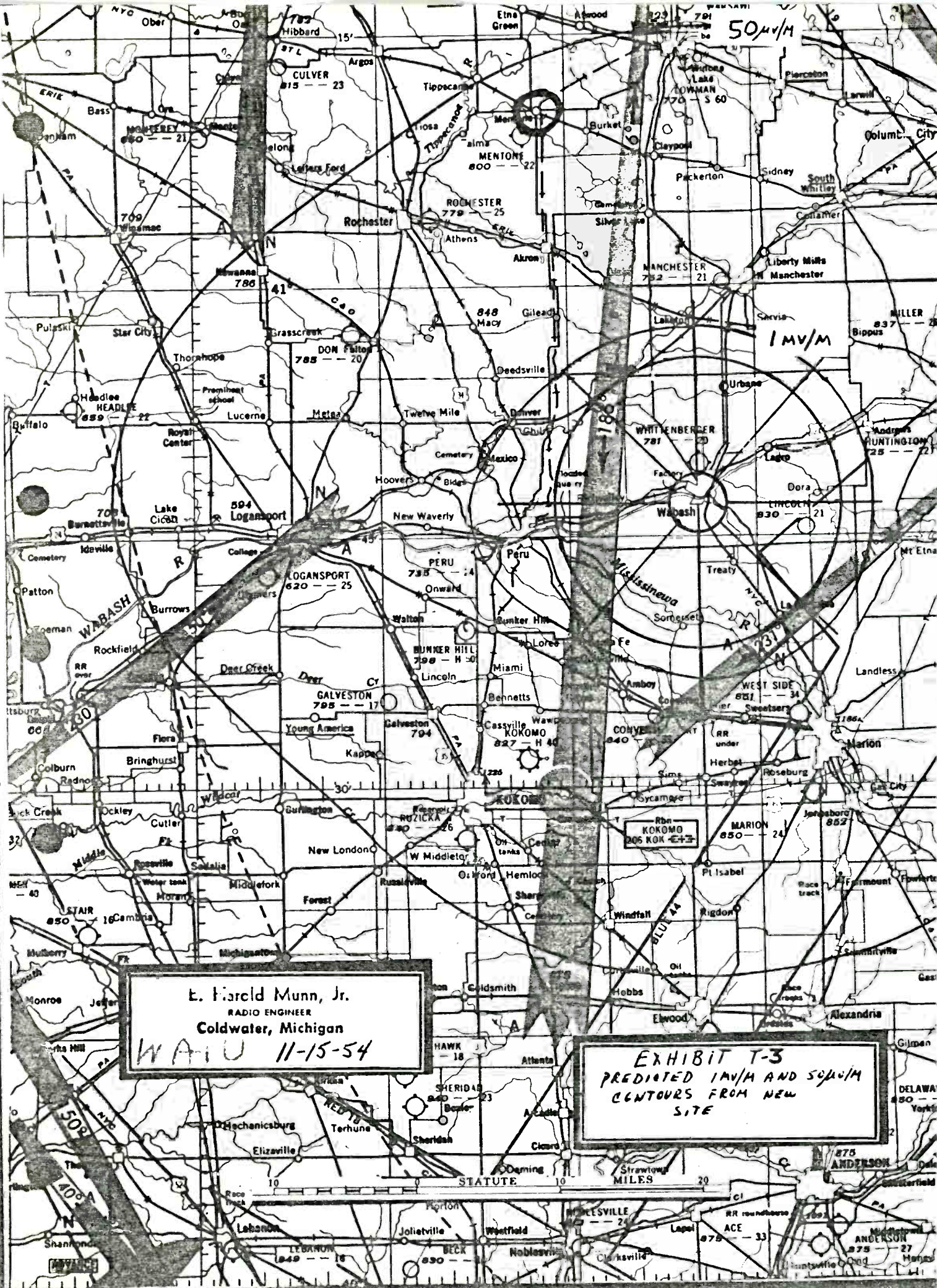
1000 WATTS

PORTER COUNTY BROADCASTING CORPORATION

LEN ELLIS, President and General Manager

P.O. Box 149 - Valparaiso, Indiana

Telephone: Area 219 462-6111



E. Harold Munn, Jr.
 RADIO ENGINEER
 Coldwater, Michigan
 WA1U 11-15-54

EXHIBIT T-3
 PREDICTED 1mV/M AND 50µV/M
 CONTOURS FROM NEW
 SITE

Rbn
 KOKOMO
 206 KOK 4-2

50µV/M

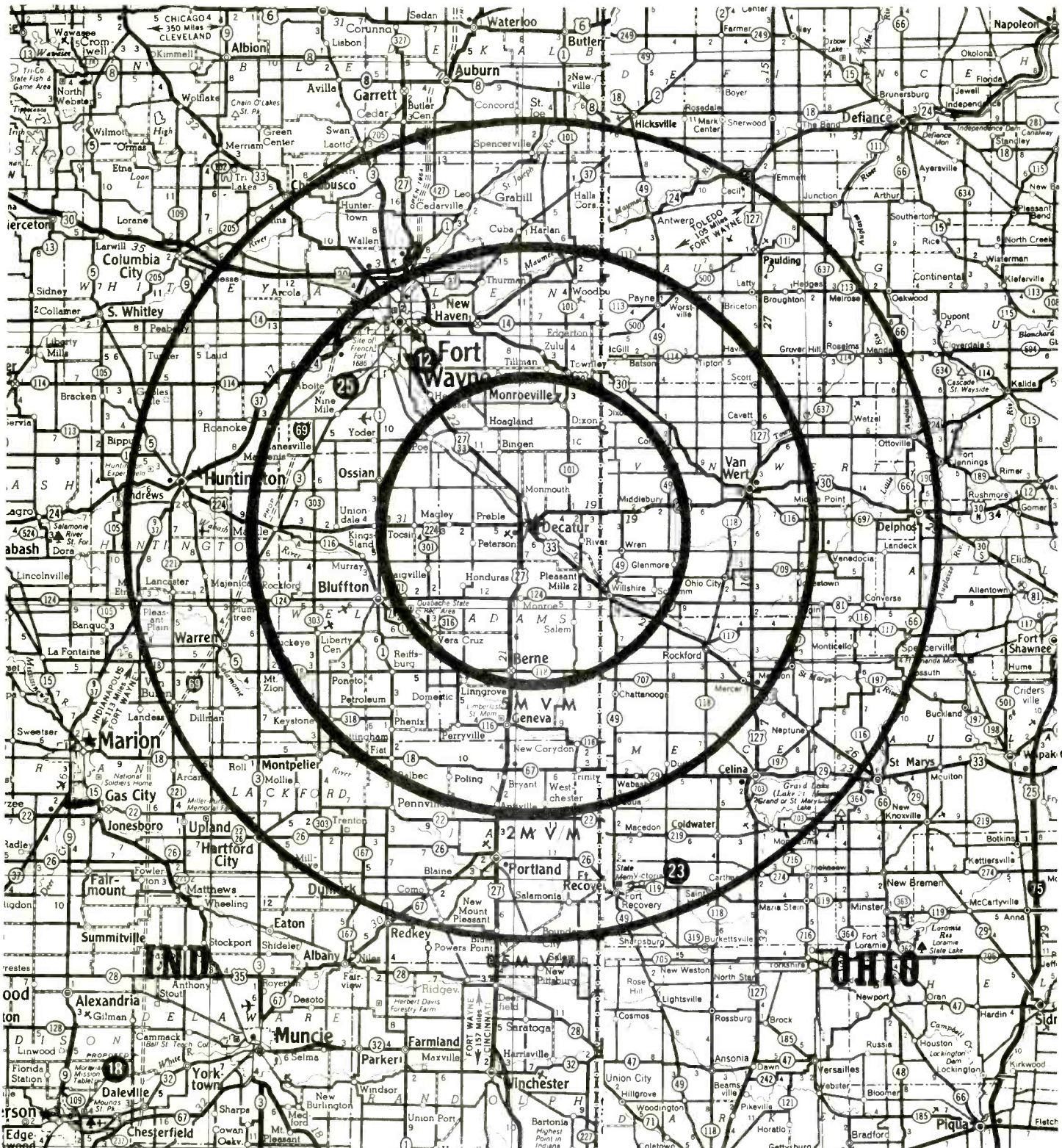
1mV/M

10 STATUTE MILES

WADM -- RADIO DECATUR, INDIANA

250 W. — 1540 kc — AM

3000 W. E.R.P. — 92.7 mc — FM



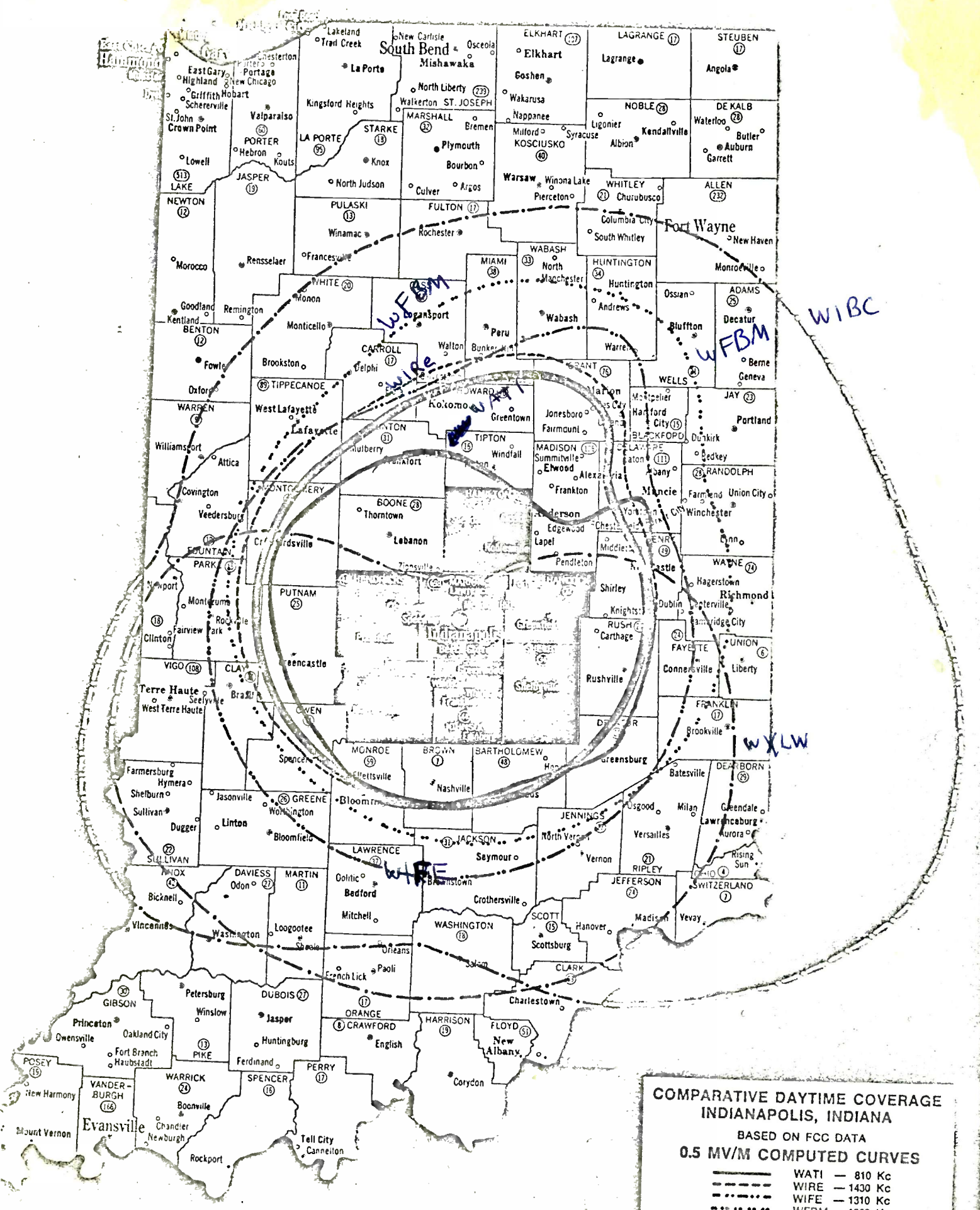
SERVING INDIANA AND OHIO WITH
GOOD MUSIC — NEWS — SPORTS

General Manager
KENNETH F. PEHLKE

WADM

Sales Manager
CLYDE A. MOSER

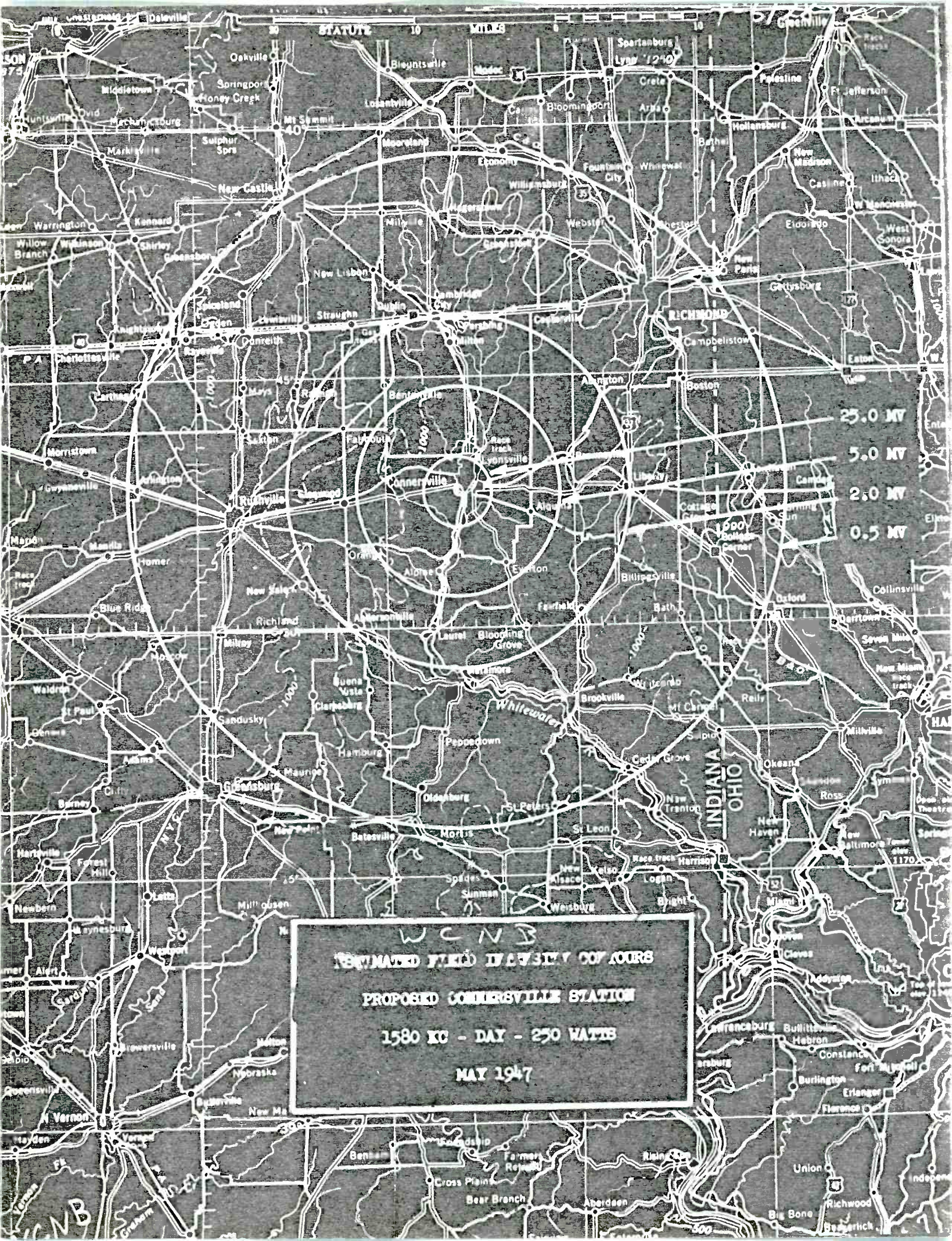
233 North Second Street — Decatur, Indiana
Phone 724-7161 or 724-7162



**COMPARATIVE DAYTIME COVERAGE
INDIANAPOLIS, INDIANA**

BASED ON FCC DATA
0.5 MV/M COMPUTED CURVES

—————	WATI — 810 Kc
-----	WIRE — 1430 Kc
.....	WIFE — 1310 Kc
.....	WFBM — 1260 Kc
.....	WIBC — 1070 Kc
.....	WXLW — 950 Kc



WCNB
TERMINATED FIELD IN A VERY COY HOUR
PROPOSED CONNERSVILLE STATION
1580 KC - DAY - 250 WATTS
MAY 1947

WAOV - 1450 KHz. Vincennes, Indiana 250 watts. July-1941

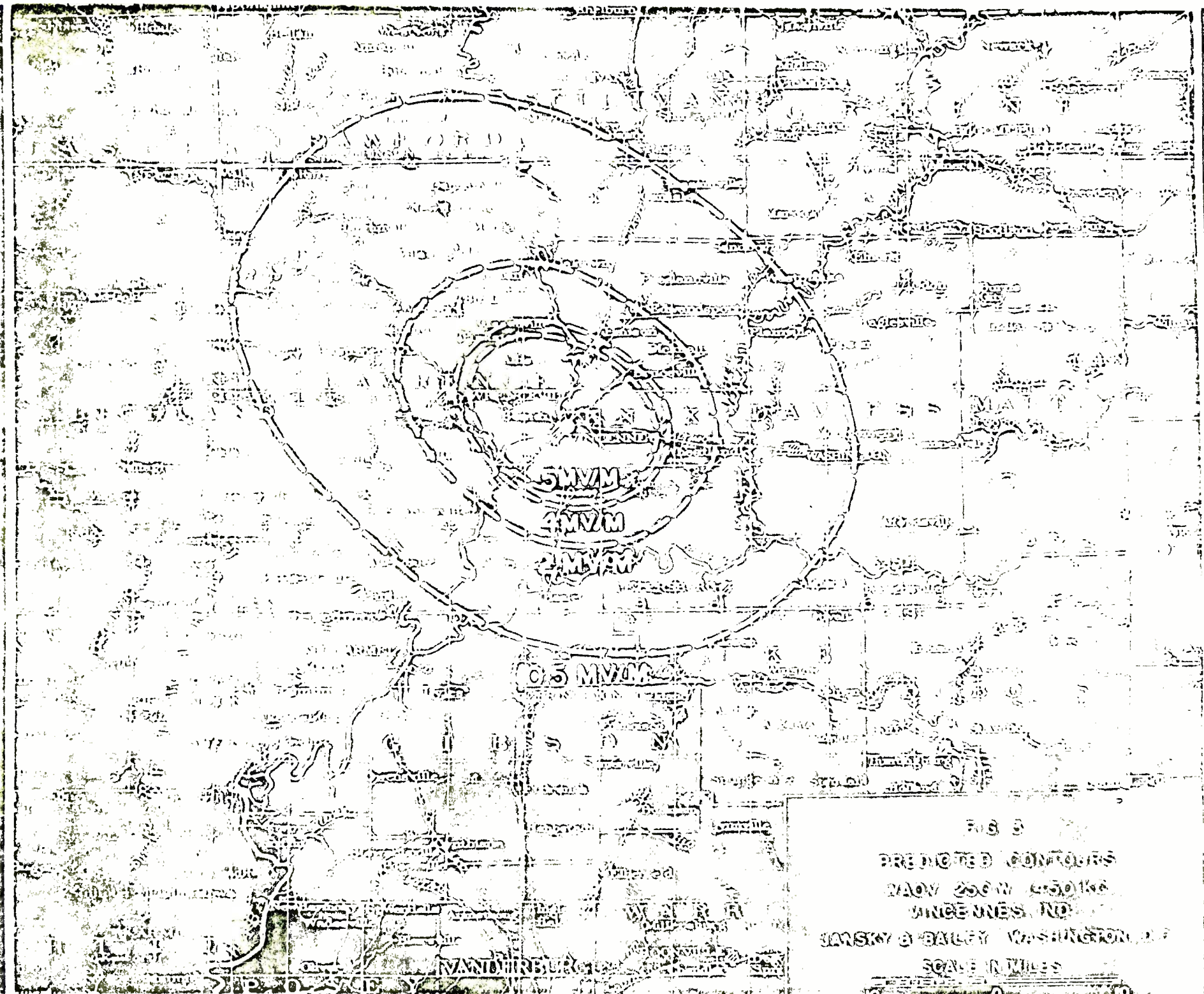


FIG. 3
PREDICTED CONTOURS
WAOV 1450 KHz. 250 WATT
VINCENNES, IND.
MANSKY & BAILEY WASHINGTON, D.C.
SCALE IN MILES

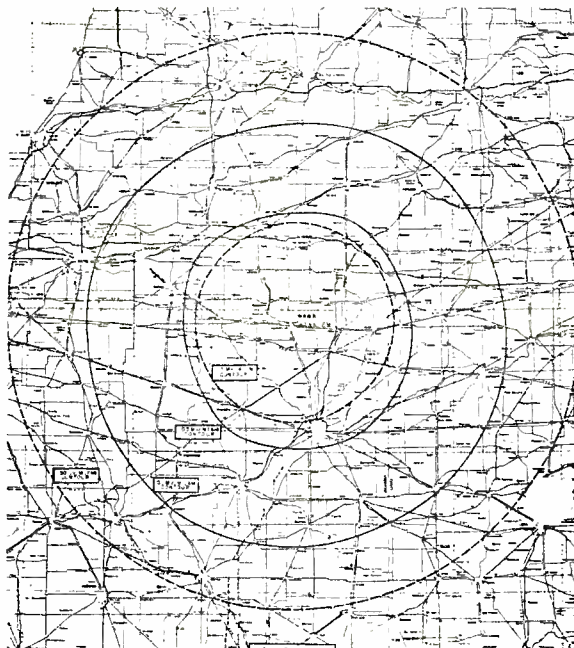
WAOV - 1450 Vincennes, Indiana 250 watts.

July-1941

WAWK

AM - FM

COVERAGE MAP



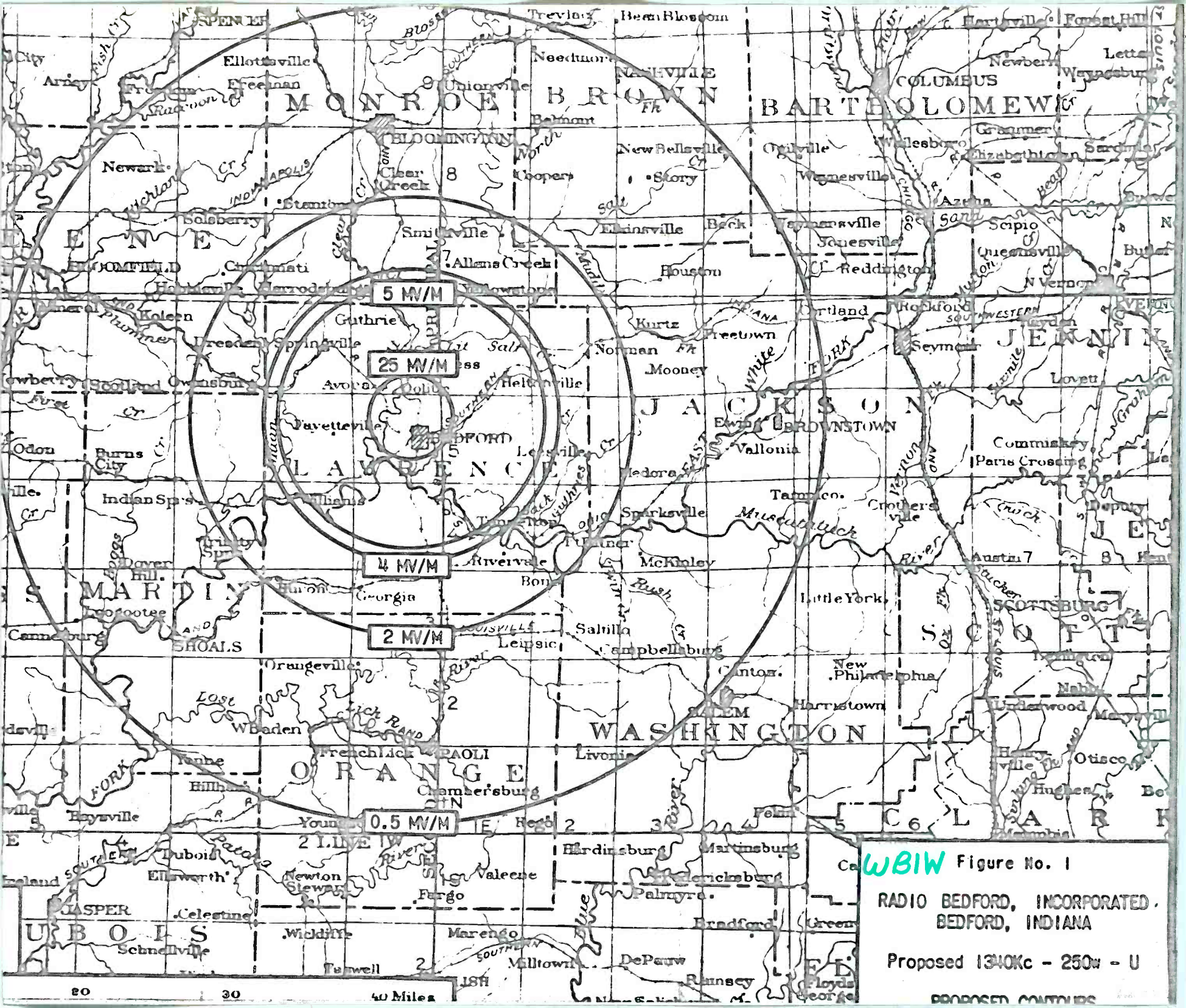
WAWK & WAWK-FM
SERVICE CONTOURS
1140 KHZ & 93.3MHZ
KENDALLVILLE, IND.

ROBERT A. JONES
CONSULTING ENGINEERS
LA GRANGE, ILLINOIS

FM COVERAGE ————

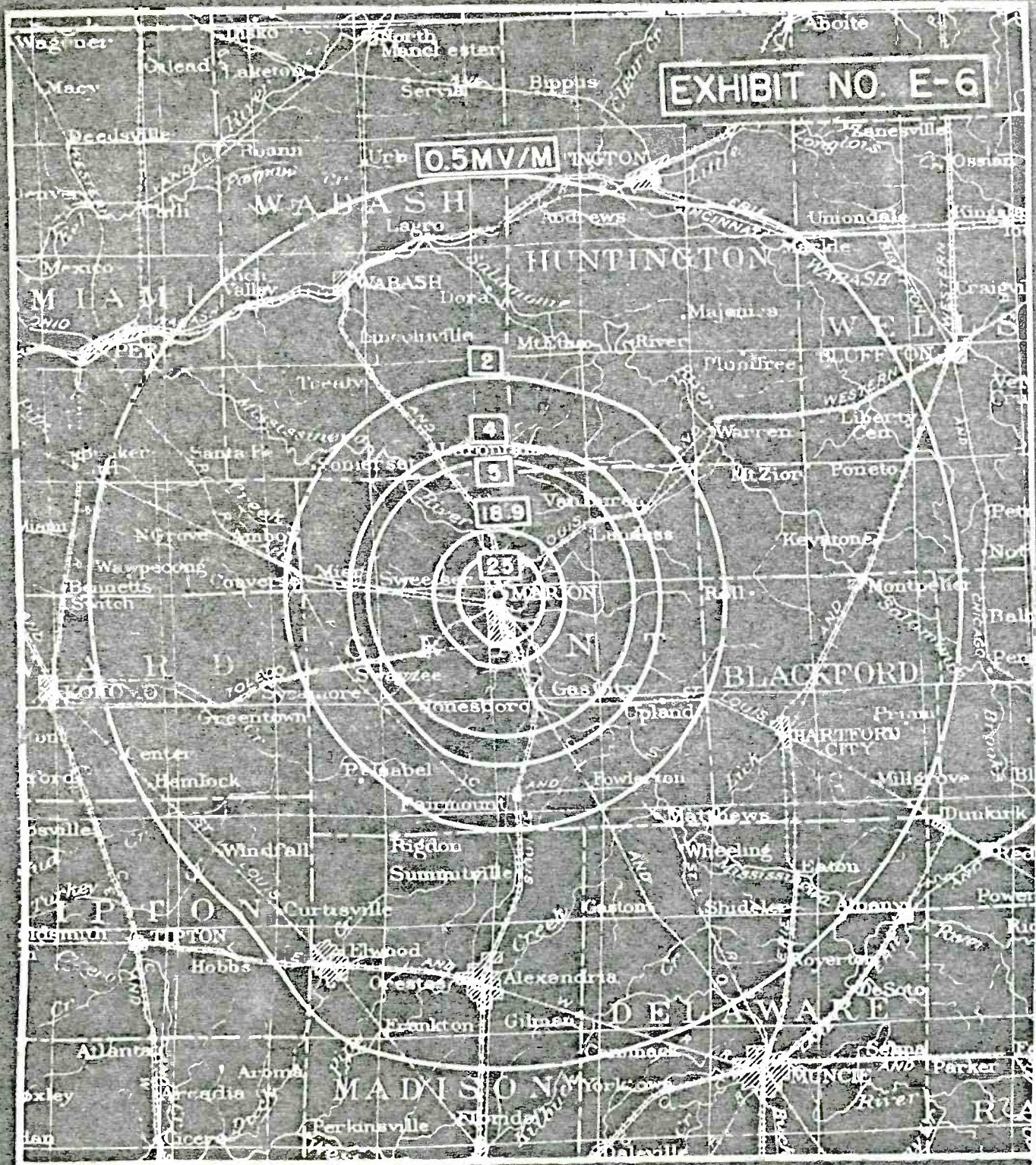
AM COVERAGE ————

(over)



WBIW Figure No. 1
 RADIO BEDFORD, INCORPORATED.
 BEDFORD, INDIANA
 Proposed 1340Kc - 250w - U
 PROPOSED CONTROLS

EXHIBIT NO. E-6



RADIO STATION WBAT, MARION, INDIANA
1400 KC **250 W-U**



COMMERCIAL RADIO EQUIPMENT COMPANY **RADIO ENGINEERING CONSULTANTS**

WBAT

7

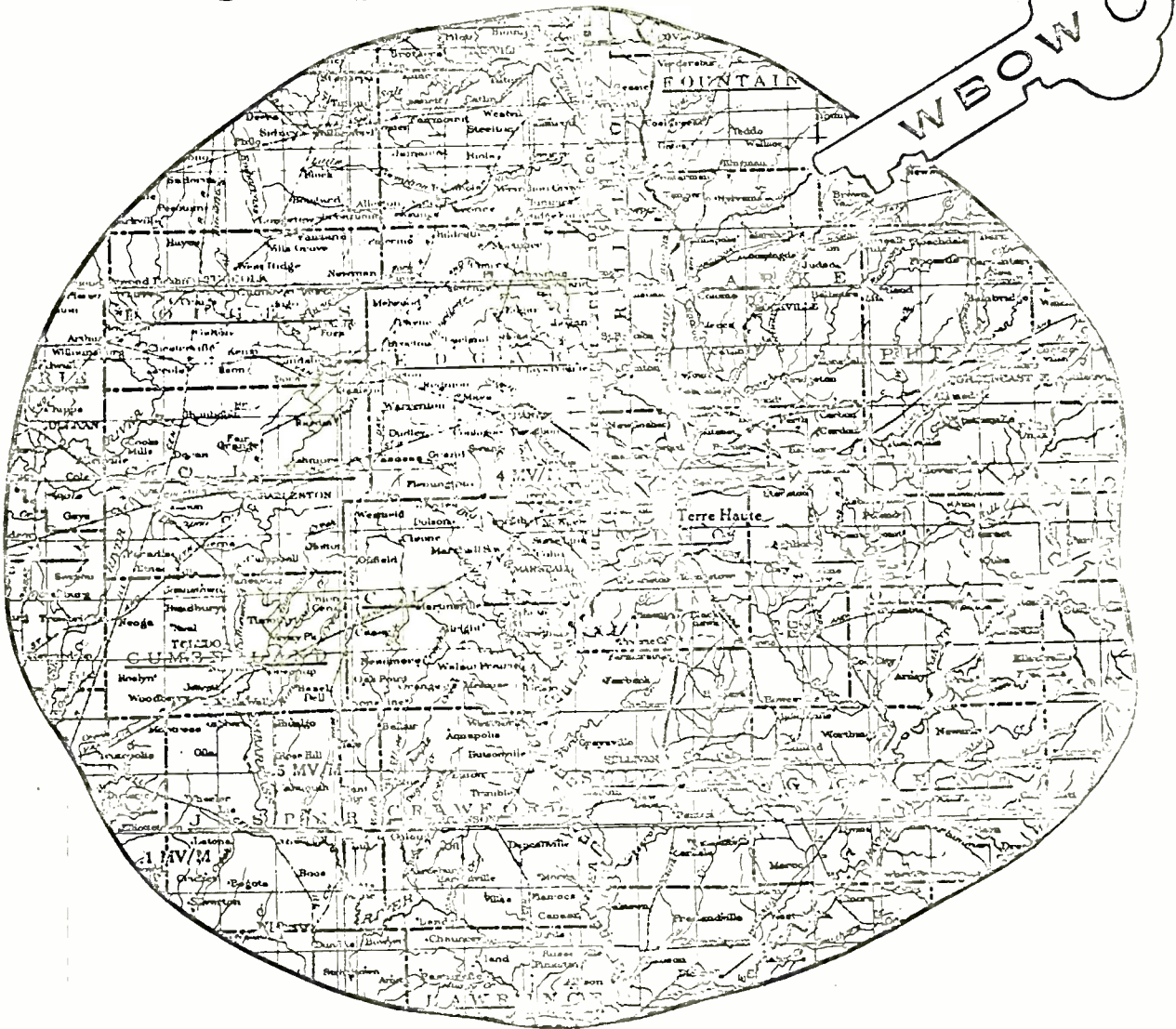
Exhibit VA-9
Prepared by
Lillian Goodbar,
Aug. 6th 1949



SCALE OF MILES

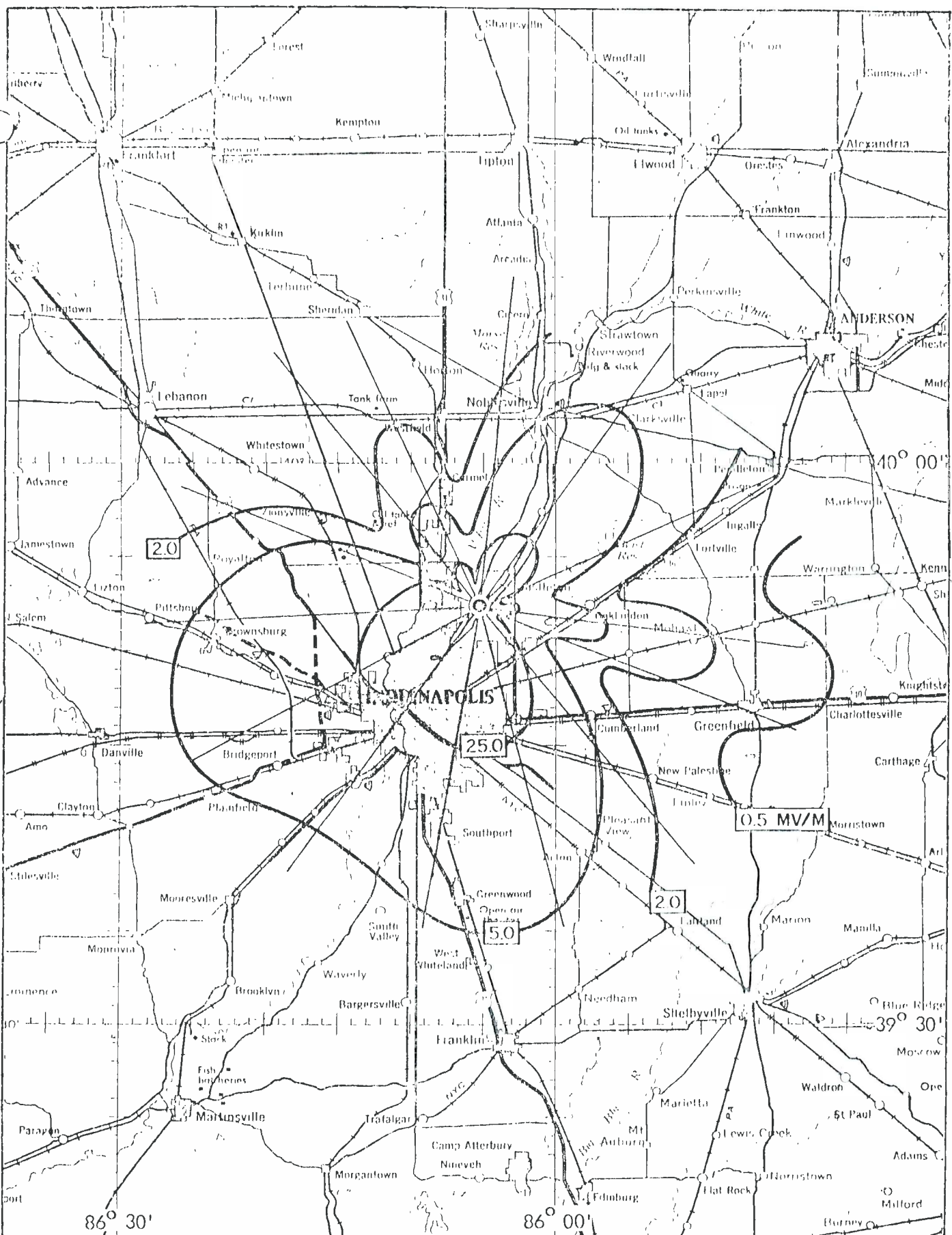
WBNL-1540
Daytime Coverage Contours
25 mv/m. Red circle.
5 mv/m. Green "
2 mv/m. Blue "
1 mv/m. Red "

This is the KEY and GATE to the
GREAT WABASH VALLEY



IF YOU WANT TO MOVE A PRODUCT IN THIS GREAT METROPOLITAN
HOOSIER MARKET . . . DO IT ON

WBOW



10 0 10 MILES

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
SAN FRANCISCO

RADIO STATION **WNDY**
1500 KC. 5 KW. DA-D
INDIANAPOLIS, INDIANA

MEASURED COVERAGE

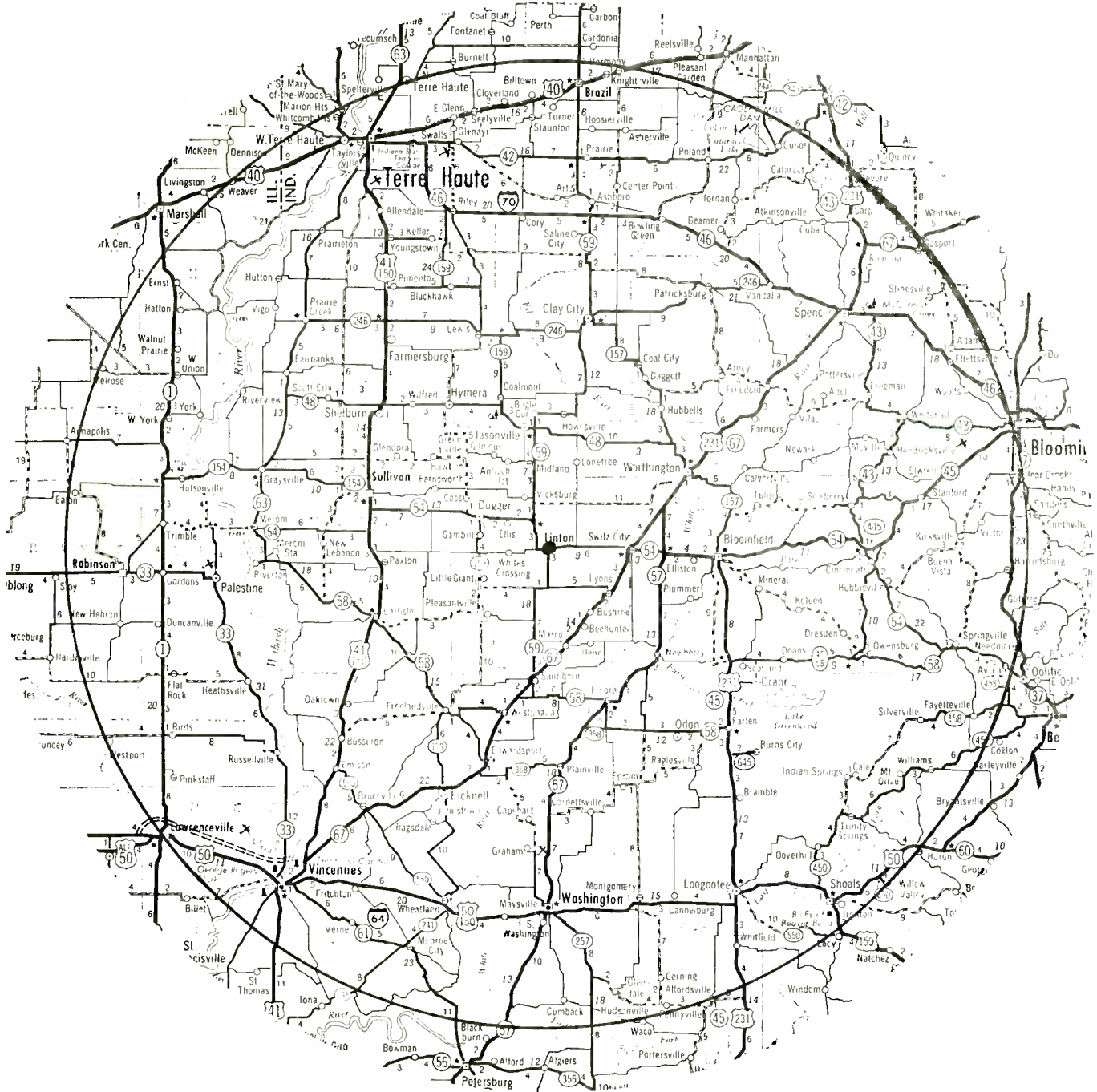
631202

FIGURE 11

Linton Broadcasting Co., Inc.
1600 Kilocycles

WBTO
Phone 847-4474

Linton, Indiana
500 WATTS





HARTFORD CITY

REDKEY

EATON

ALBANY

ALEXANDRIA

FARMLAND

MUNCIE

WINCHESTER

ANDERSON

DALEVILLE

LYNN

PENDLETON

MIDDLETOWN

LOSANTVILLE

MT. SUMMIT

MOORELAND

CADIZ

HAGERSTOWN

SHIRLEY

NEW CASTLE

KENNARD

LEWISVILLE

RICHMOND

KNIGHTSTOWN

SPICELAND

CAMBRIDGE CITY

GREENFIELD

CARTHAGE

RUSHVILLE

CONNERSVILLE

SHELBYVILLE

2MV/M

0.5 MV/M

WCTW AM COVERAGE MAP 250 WATTS

WCTW ○ AM - FM

NEW CASTLE, INDIANA 1550 102.5



- MEMBER N.A.B.
- N.A.B. CODE
- MUTUAL BROADCASTING SYSTEM
- ASSOCIATED PRESS
- UNLIMITED HOURS
- SERVICE SINCE 1947

COMMUNITY ACTION RADIO

ARNO WALKER, Manager

MILES MARSHALL, Commercial Manager

State Road 38 West

Phone 529-2600

PROGRAM RATES

Effective October 1, 1970

PROGRAMS	Open	52	104	312
1 Hour	\$68.50	\$42.00	\$35.00	\$28.00
30 Min.	\$42.00	\$24.00	\$21.00	\$18.00
15 Min.	\$28.00	\$16.00	\$14.00	\$12.00
5 Min.	\$14.00	\$ 8.00	\$ 7.00	\$ 6.00

SPOT RATES

SPOTS	Open	26	52	104	500	1,000
60 Sec.	\$9.10	\$8.00	\$6.80	\$5.70	\$4.85	\$4.00
30 Sec.	\$6.80	\$6.25	\$5.40	\$4.55	\$3.70	\$2.85
20 Sec.	\$5.70	\$5.10	\$4.25	\$3.40	\$2.85	\$2.30
10 Sec.	\$4.55	\$4.00	\$3.40	\$2.85	\$2.30	\$2.00

SATURATION PACKAGES

50 Spots in 7 Days or 100 Spots in 30 Days . . . Use 1,000-Time Ra

National Rate Is Local Open Rate Commissionable

Other Rates — Net To Station

WAOV - FM

Fun Music RADIO - 967 FM

Rate Card No. 2

Effective April 1, 1970

3,000 Watts
Day and Night

Phone area 812
882 - 6060

300 @ 1.75	525.00
200 @ 1.85	370.00
100 @ 1.90	190.00
50 @ 2.00	100.00
10 @ 2.10	21.00
5 @ 2.20	11.00
1 @ 2.25	2.25

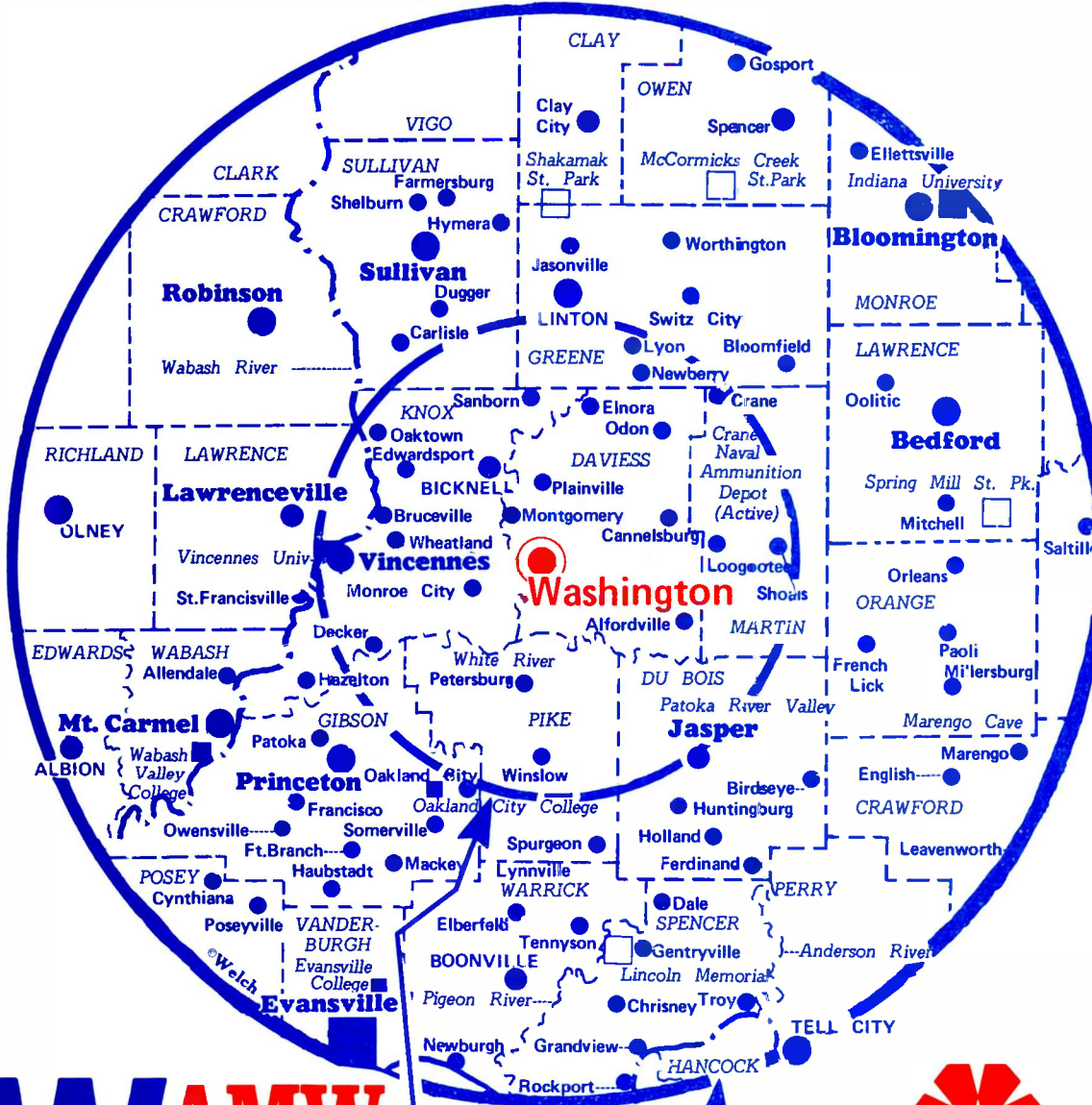
Special Promotional Package

(To be used in (7) Calendar days)

25 @ 1.90	47.50
50 @ 1.85	92.50
100 @ 1.75	175.00

Full Time ABC Radio for Southwestern Indiana!

a profile of Washington, Indiana



WASHINGTON, INDIANA. . county seat of Daviess County, agricultural center. . located halfway (170) miles between Cincinnati and St. Louis; 100 miles southwest of Indianapolis - on U.S. Highways 50 and 150; State Highways 57 and 257.

LEADING INDUSTRIES include Clothing (850); Railroad repair shops (250); Sheet metal (724); Food processing (258); Plastics (160); Ball bearings (130). Total industrial employment exceeds 2,870.

WAMW-WFML provide sparkling programming for both the urban and rural audiences - with personalities who know how to produce results for advertisers.

WAMW-WFML provide comprehensive news coverage on the local scene in Daviess County, plus world news-wire, and on-the-spot American Information Radio Network coverage; a rounded sports program including local and statewide play-by-play basketball, Indiana Hoosiers football and basketball - plus the St. Louis Cardinals baseball games.

PAUL HARVEY NEWS is one of our top-rated news segments.

MUSIC designed for everyone is carefully intermingled into a listener-approved format which includes constant weather reports and coverage of the important farm and community scene.

WAMW WFML

0.5 MVM
50 UVM



AMERICAN ENTERTAINMENT RADIO NETWORK

Market Data:	0.5 MVM-AM COVERAGE	50 UVM-FM COVERAGE
Population	137,820	573,290
Households	039,190	177,480
Radio Homes.....	(AM) 38,780	(FM) 89,700
Spendable Income	\$284,472,000	1,385,043,000
RETAIL SALES	\$218,777,000	877,135,000
Food Stores	\$ 44,128,000	195,930,000
Drug Stores	\$ 6,683,000	30,289,000
Department Stores	\$ 21,893,000	119,835,000
Apparel Shops	\$ 7,895,000	49,843,000
Homefurnishings	\$ 8,432,000	39,219,000
Auto Dealers	\$ 40,588,000	176,884,000
Service Stations	\$ 16,748,000	75,117,000
Auto Ownership	47,540	223,940
Farm Population	22,820	69,300
Farm Income.....	\$ 98,935,000	215,484,000
Source: SRDS Consumer Data 1969.		

1580 AM
250 Watts Days
Daytime
106.5 FM
14,000 Watts
Fulltime

WASHINGTON RADIO, INC.
9 West Main Street
Phone (812) 254-4300

Washington, Indiana
47501

FULL-TIME RADIO

Nationally Represented by:

Prepared by **RADIO Unlimited**

I. WEEKLY ANNOUNCEMENTS:

A. Guaranteed Time Rates

<u>Per Week</u>	<u>1 Minute</u>	<u>½ Minute</u>
1 Time	10.00	8.00
10 Times	8.00	6.00
20 Times	7.00	5.25

10 second announcement rate: 50% of 1 minute rate.

Two 10 second announcements equal one toward frequency.

DISCOUNTS

13 weeks/5% 26 weeks/10% 52 weeks/15%

B. Weekly Impact Plan (Best Time Available)

20 Times	6.00	4.50
30 Times	5.50	4.25
40 Times	5.00	4.00

10 second announcement rate: 50% of 1 minute rate.

Two 10 second announcements equal one toward frequency.

C. Weekend Announcement Plan

(Saturday and/or Sunday)

<u>Per Week</u>	<u>1 Minute</u>	<u>½ Minute</u>
10 Times	5.00	3.95
15 Times	4.75	3.75
25 Times	4.50	3.55

10 second announcement rate: 50% of 1 minute rate.

Two 10 second announcements equal one toward frequency.

II. MONTHLY IMPACT PLAN

	<u>10 sec.</u>	<u>60 sec.</u>	<u>30 sec.</u>
75 Times	2.50	5.50	3.95
100 Times	2.25	5.00	3.75
150 Times	2.00	4.50	3.55

III. ANNUAL ANNOUNCEMENT RATES (Best Time Available)

Announcements to be used within one year. Rates per announcement:

<u>Per Week</u>	<u>1 Minute</u>	<u>½ Minute</u>
300 Announcements	6.00	4.50
500 Announcements	5.50	4.25
1,000 Announcements	5.00	3.75
1,500 Announcements	4.50	3.55

IV. PROGRAM RATES (Time Charges Only)

A. Newscasts (5 Minute Units)

1 Time	20.00	52 Times	13.00
13 Times	18.00	104 Times	12.00
26 Times	14.00	260 Times	11.00

B. Other Programs

	<u>1 hr.</u>	<u>½ hr.</u>	<u>¼ hr.</u>	<u>10 mins.</u>	<u>5 mins.</u>
1 Time	85.00	55.00	38.00	35.00	20.00
13 Times	80.00	48.00	34.00	28.00	17.00
52 Times	75.00	42.00	30.00	22.50	12.00
104 Times	66.00	38.00	28.00	20.00	11.00
260 Times	60.00	36.00	25.00	17.00	10.00

C. Participating Remote Rates on Request.

V. SPECIAL FEATURE PROGRAMMING – *Rate Holder

13 Week = Minimum Contract

<u>Per Week</u>	<u>1 Minute</u>	<u>½ Minute</u>
1 Time	7.50	6.00
5 Times or more	7.00	5.75

DISCOUNTS:

26 weeks/10% 52 weeks/15%

**"EYE IN THE SKY" - Full sponsorship,
\$85.00 per week (13 week minimum)**

WAAC FACTS

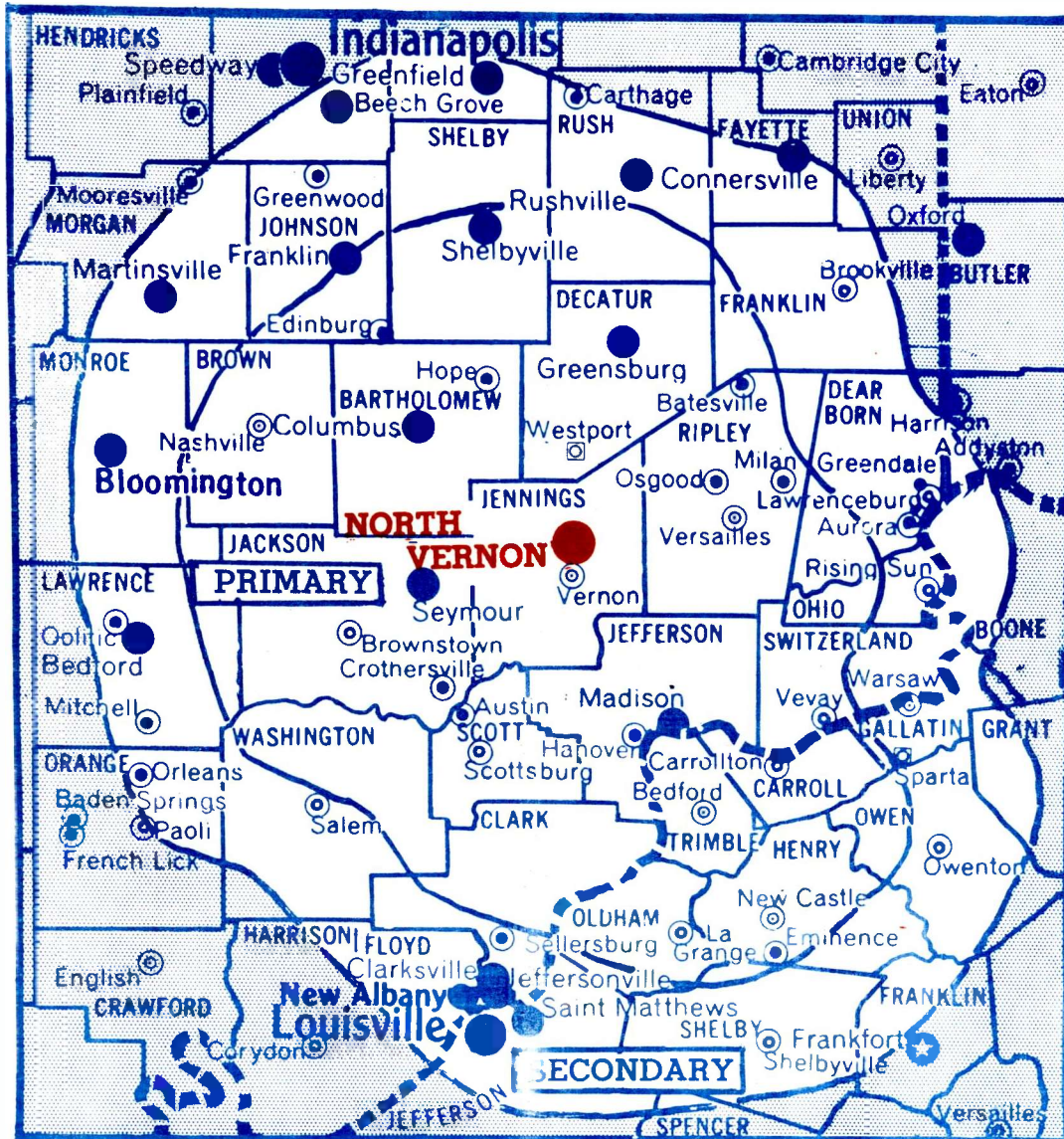
- National Assn. of Broadcasters
- Subscriber NAB Code of Good Practice
- UPI News Wire Service
- Indiana Broadcasters Assn. News Service
- Operating 6 a.m. to Local Sunset
- Competitive Protection Policy - 10 minutes
- Locally owned and operated
- RAB (Radio Advertising Bureau)

WOCH

SERVING GREATER SOUTHERN INDIANA

North Vernon, Indiana 47265

- * FULLY EQUIPPED MOBILE UNIT
- * AIRPLANE MOBILE EQUIPMENT
- * DIRECT BROADCASTS FROM ANYWHERE
- * THE REGIONAL LEADER IN FARM NEWS, LOCAL NEWS, PROGRAM FEATURES, RELIGIOUS BROADCASTS.



Dorrell Ochs, Owner

P. O. Box 46

NORTH VERNON, INDIANA

Phone 346-2777

MARKET DATA:

	Totals PRIMARY Coverage	Totals SECONDARY Coverage
Total Population	424,500	2,003,800
Total Households	125,100	601,100
Total Radio Homes	124,000	596,000
Passenger Cars	136,400	655,600
Consumer Spendable Income	\$1,078,024,000	5,841,609,000

RETAIL SALES:

Food Stores	141,831,000	672,710,000
Drug Stores	22,409,000	148,324,000
General Merchandise	55,417,000	652,421,000
Apparel Stores	21,000,000	148,000,000
Home Furnishings	23,330,000	144,551,000
Restaurants	27,856,000	123,383,000
Auto Sales	125,916,000	611,618,000
Filling Stations	44,250,000	134,100,000
Farm Stores	18,000,000	73,320,000
Building Materials	18,000,000	73,320,000
TOTAL RETAIL SALES	575,929,000	3,217,049,000
TOTAL WH'SLE SALES	268,000,000	2,861,824,000
SERVICE TRADES	67,000,000	536,174,833

FARM DATA:

Farm Population	97,000	287,000
Farm Households	17,700	70,000
Radio Homes	17,500	67,500
Passenger Cars	21,225	98,000
Gross Farm Income	269,506,000	730,201,125

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

WOCH

AM
FM

1000 WATTS
1460 KC

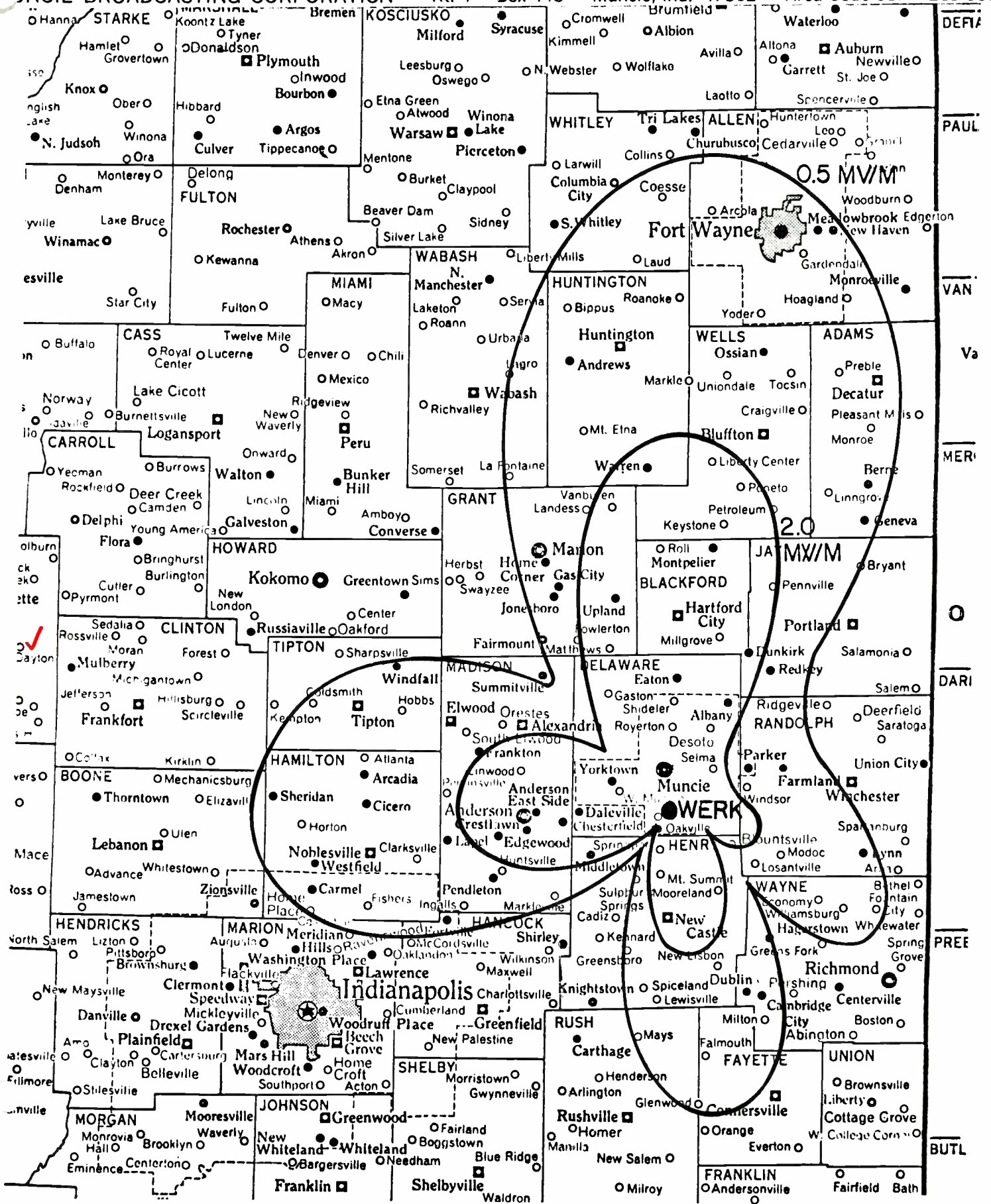
3800 WATTS
106.1 MC

NORTH VERNON, INDIANA

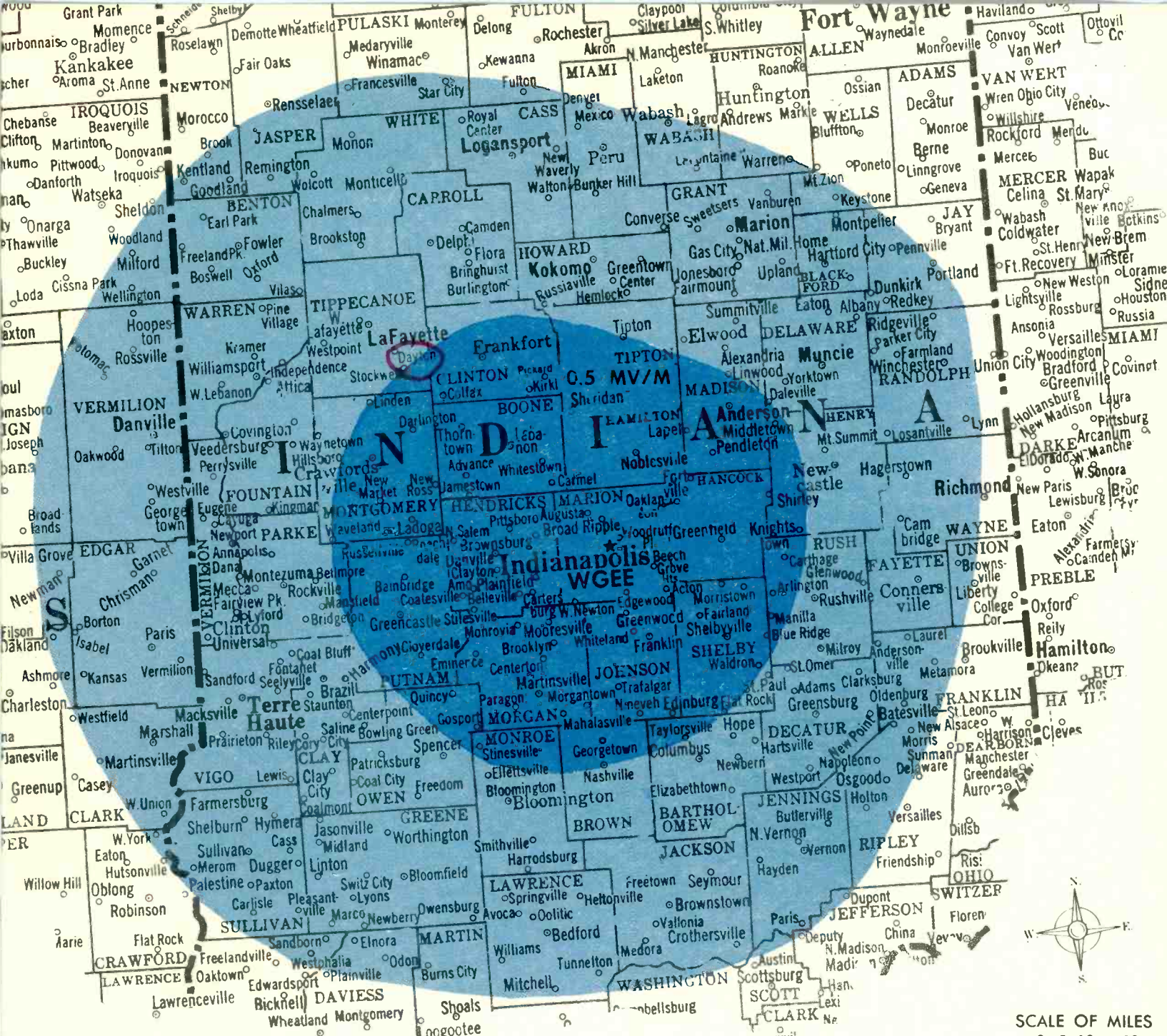
WERK RADIO



MUNCIE BROADCASTING CORPORATION • Rt. 4 — Box 443 • Muncie, Ind. 47302 • Area Code 317 289-3311



DIAL 990 FOR THE WERK KREW



5000 watts 1590 KC Indianapolis, Indiana

4800 E. Raymond St., Indianapolis, Indiana 462 3

Telephone 1, 359-5591

WGEE



A Division of Rollins Broadcasting, Inc.

When you listen to "G" - You hear it all!

WHYT Territory - 1110 KCS

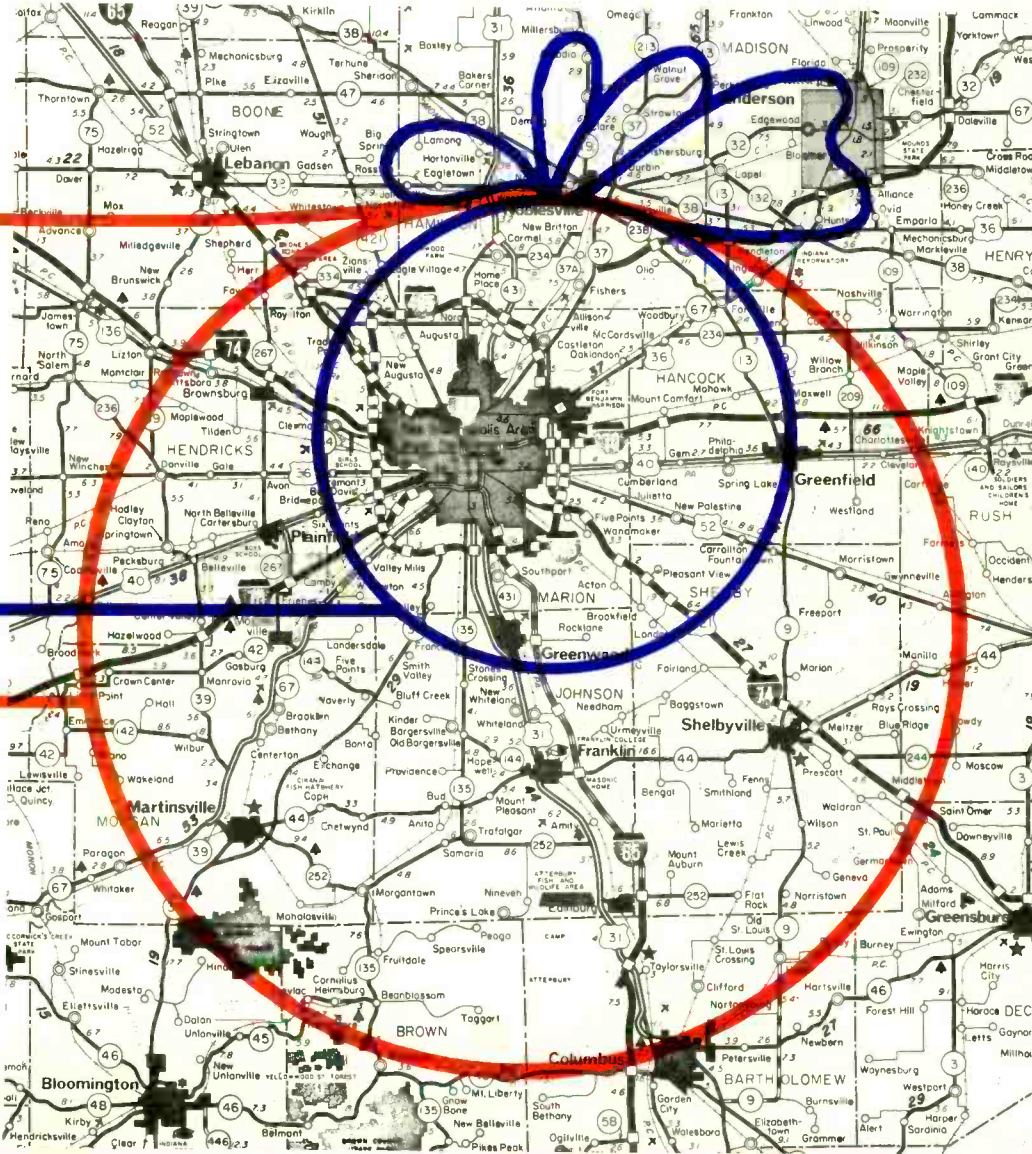
from

Noblesville

Indiana

2MV/M

0.05 MV/M



*Based Upon Figures
Compiled by:
E. HAROLD MUNN, JR.
Consulting Radio Engineer
57 Edison Court
Coldwater, Michigan

Rates Include Agency and/or Sales Commission of 15%

1 Hour	81.	78.	75.	69.	66.	60.
1/2 Hour	50.	44.	40.	35.	32.	30.
15 Minutes	35.	34.	32.	30.	28.	27.
10 Minutes	21.50	20.50	19.50	18.00	15.00	13.00
5 Minutes	16.00	15.00	13.50	12.00	10.00	9.00

CLASS AA - 7 A.M. - 9 A.M. = 12:00 - 1:00 P.M. = 4:00 P.M. to Sign Off
 CLASS A - All Other Times

Contracts not completed will be short-rated to the amount used.

20% discount on any number of spots over 12 in 1 week, same copy.

FREQUENCY	1X	26X	52X	104X	260X	312X
CLASS AA - 1 Minute	9.00	8.50	8.00	7.50	6.25	5.50
CLASS A - 1 Minute	7.20	6.80	6.40	6.00	5.00	4.40
CLASS AA - 30 Seconds	5.25	5.00	4.75	4.50	4.00	3.50
CLASS A - 30 Seconds	4.20	4.00	3.80	3.60	3.20	2.80
CLASS AA - 25 Words or Less	3.60	3.15	3.05	2.80	2.30	2.20
CLASS A - 25 Words or Less	2.85	2.55	2.45	2.25	1.85	1.75

RATE CARD #1

Eleven One 0
 Suburban Radio **WHYT** ON THE WHITE RIVER
 Mid-Indiana Broadcasting Corp.

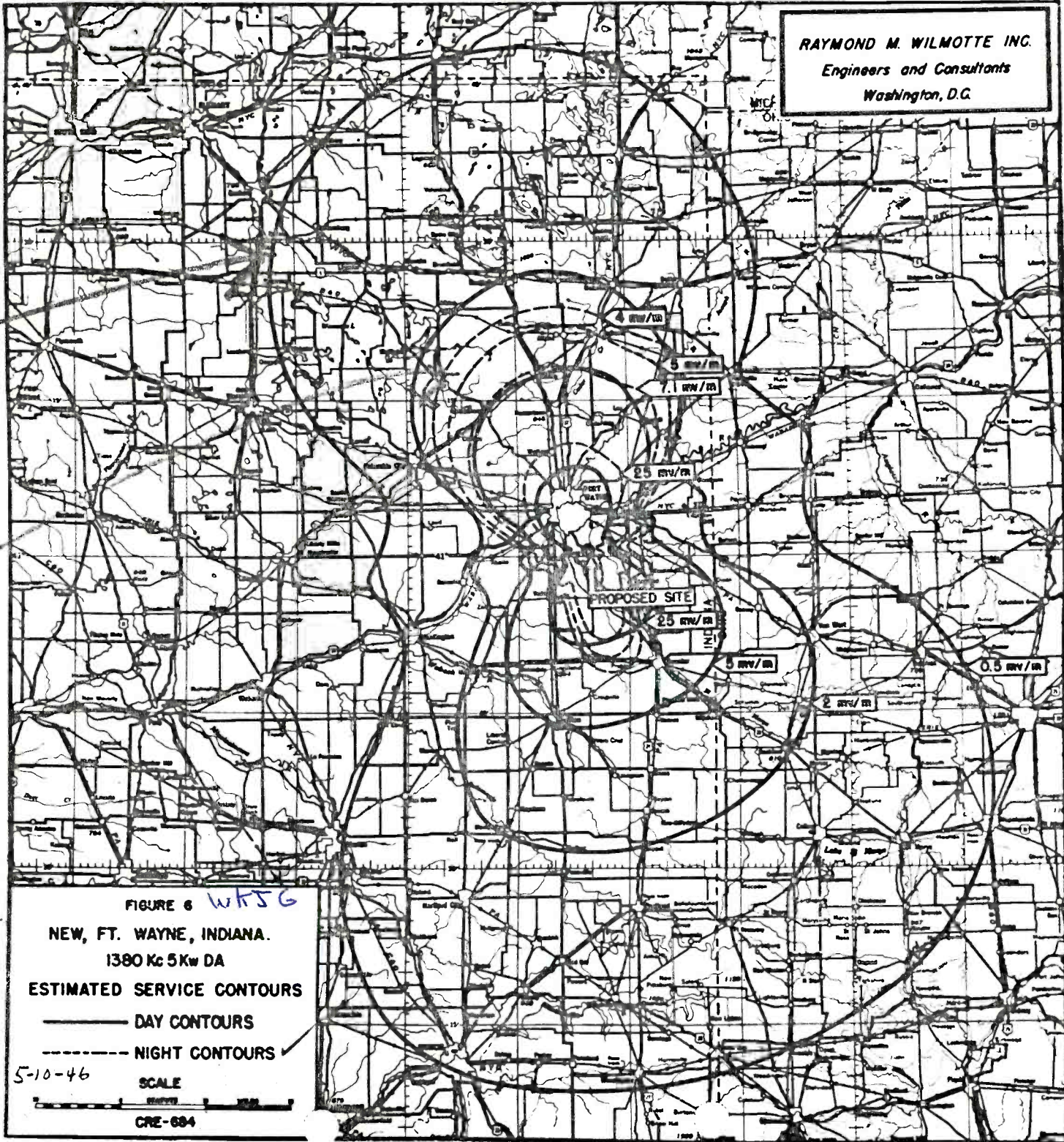
Noblesville, Ind. 46060

Phone: 773-0333
 NOBLESVILLE, INDIANA

*For Big Coverage and Low Cost
 You Can't Beat . . .*

1110 ON YOUR Dial - WHYT - IN THE Middle OF THINGS!

RAYMOND M. WILMOTTE INC.
Engineers and Consultants
Washington, D.C.



DAY
.5 MV

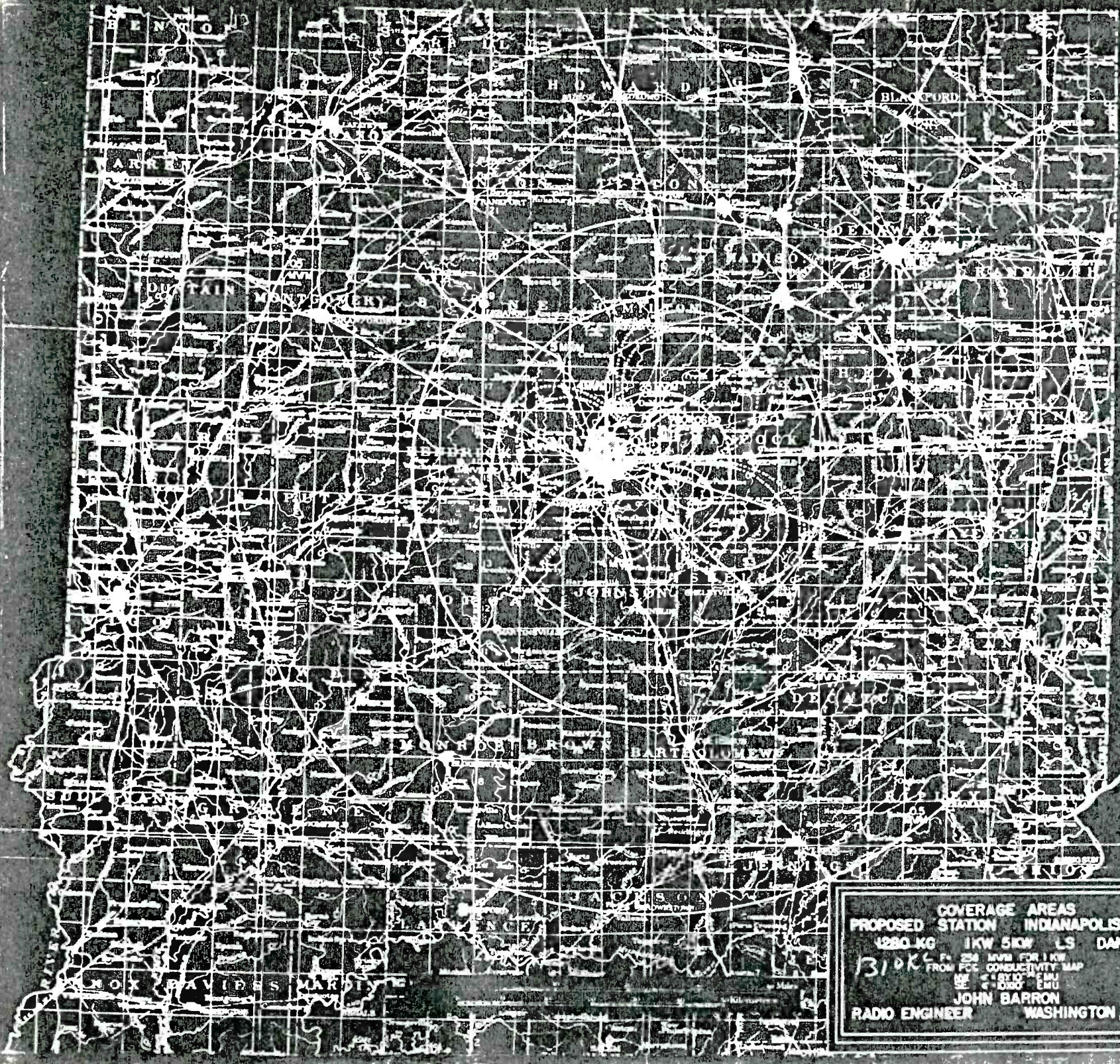
NITE

4 MV

FIGURE 6 *wk56*
NEW, FT. WAYNE, INDIANA.
1380 Kc 5Kw DA
ESTIMATED SERVICE CONTOURS
—— DAY CONTOURS
----- NIGHT CONTOURS
5-10-46
SCALE
CRE-684

1451A

1451A



COVERAGE AREAS
 PROPOSED STATION INDIANAPOLIS IND.
 1280 KG 1KW 5KW LS DAN
 FROM FCC CONDUCTIVITY MAP
 BY JOHN BARRON
 RADIO ENGINEER WASHINGTON, D.C.

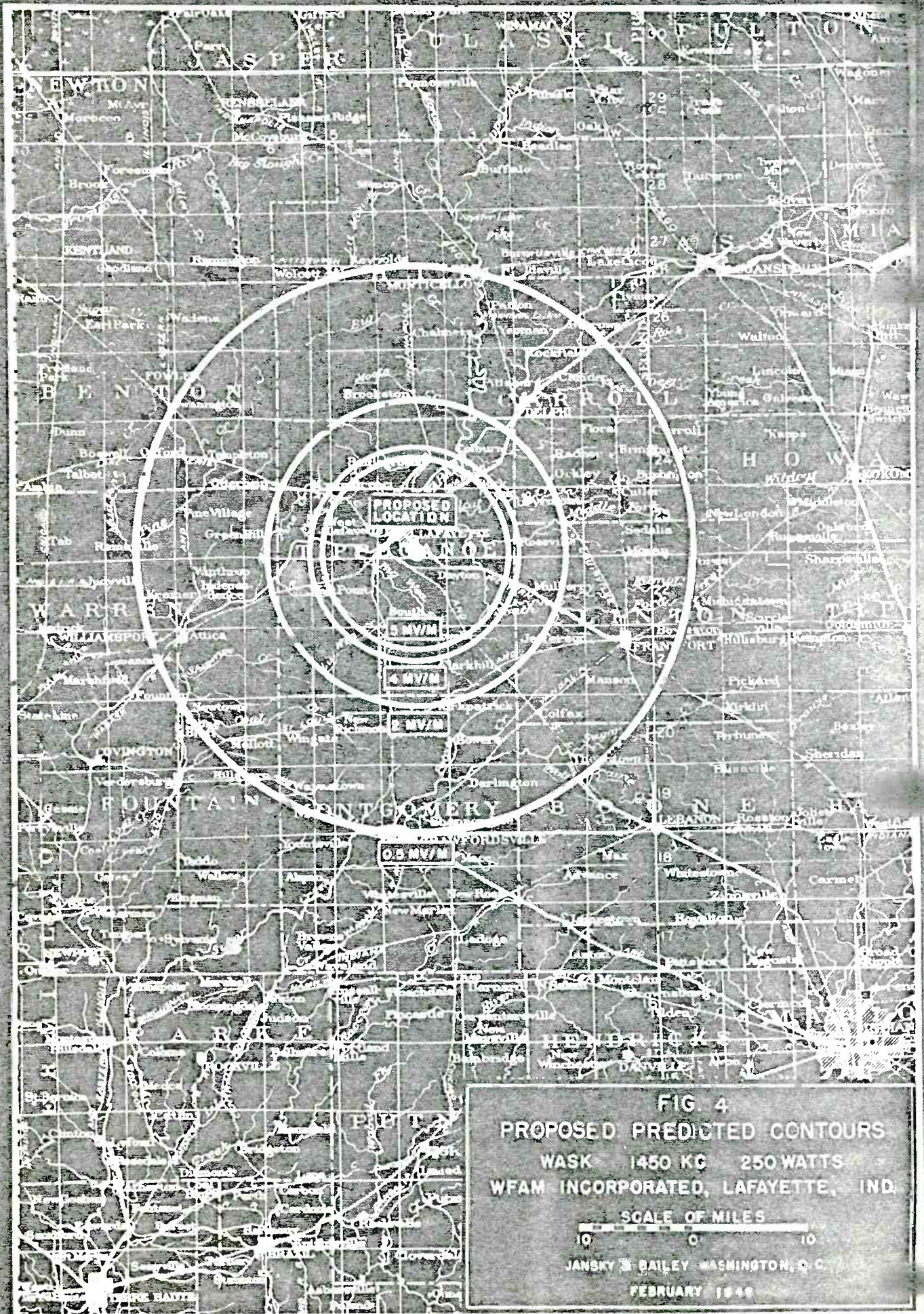
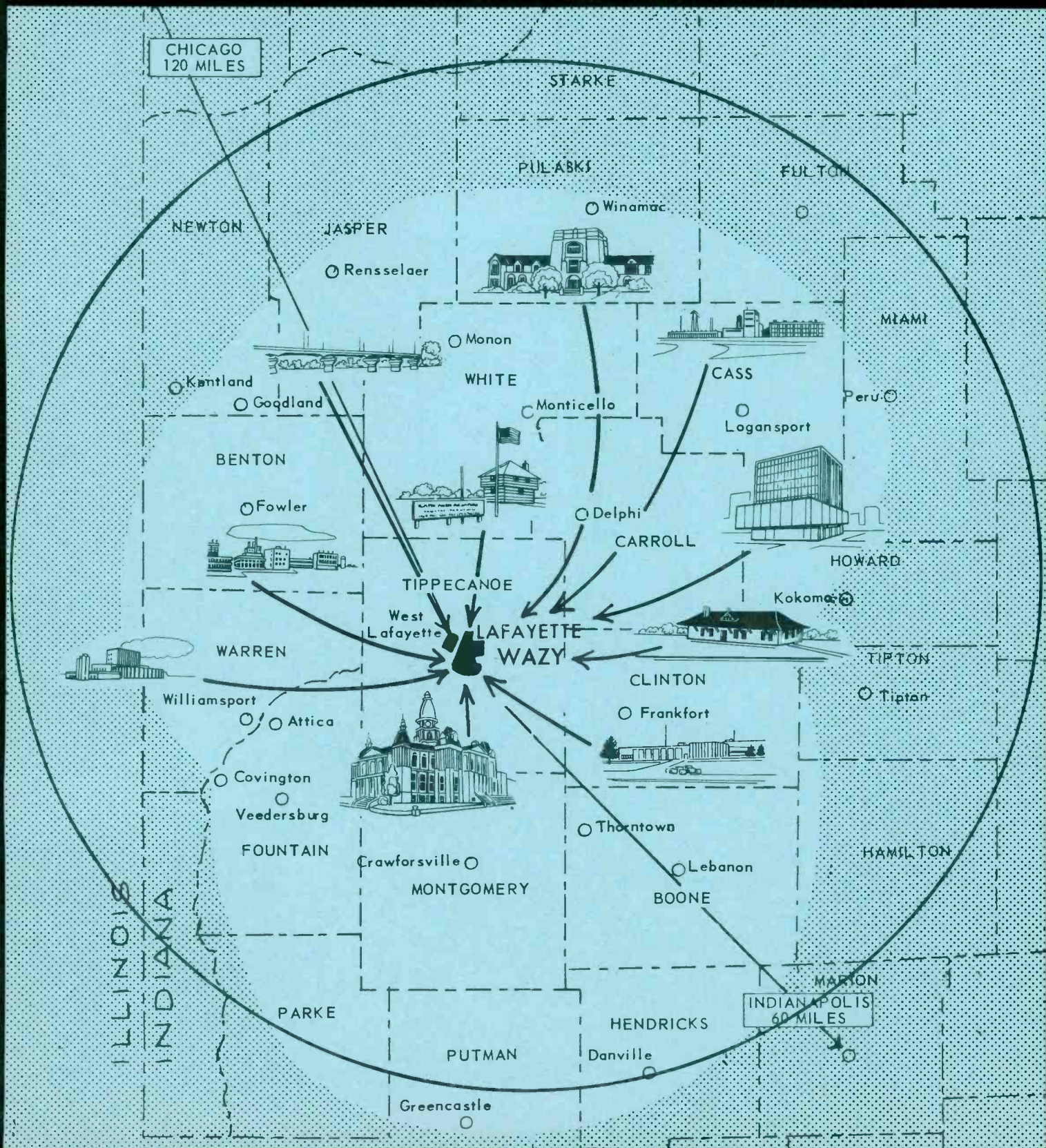


FIG. 4
PROPOSED PREDICTED CONTOURS
WASK 1450 KC 250 WATTS
WFAM INCORPORATED, LAFAYETTE, IND.
SCALE OF MILES
 10 0 10
JANSKY & BAILEY WASHINGTON, D. C.
FEBRUARY 1948

WASK

WAZZ COVERAGE MAP

1,000 WATTS AM
3,000 WATTS FM



MARKET DATA - JANUARY 1967 - WBAT - MARION, INDIANA

Total Population	-	1,227,838	Retail Sales -Food Stores	-	\$337,423,900
Total Dwellings	-	373,419	" " -Eat and Drink	-	89,720,400
Total Radio Homes	-	477,204	" " -General Merchandise	-	164,378,500
Effective Buying Income	-2,362,818,700		" " -Apparel Stores	-	65,287,200
			" " -Home Furnishings	-	62,390,900
			" " -Automotive	-	241,578,700
Farm Population	-	153,061	" " -Gas and Oil	-	113,125,100
Farm Buying Income	-	441,639,000	" " -Lumber and Building	-	178,966,700
			" " -Drug Stores	-	64,042,000

WBAT = 1ST. IN **AUDIENCE** **MUSIC**
NEWS **SPORTS**

NATIONAL BROADCASTING RATES

Effective December 1, 1967

CLASS "AAA" 6:00 A.M. to 10:00 A.M. and 4:00 to 7:00 P.M. - Mon. thru Fri.
 6:00 A.M. to 9:00 A.M. - Saturdays

ONE MINUTE ANNOUNCEMENTS

<u>6 Times</u>	<u>12 Times</u>	<u>18 Times</u>	<u>24 Times</u>
\$10.00	\$9.00	\$8.00	\$7.00

30 Seconds announcements - 80% of Minute Rate
 10 Seconds announcements - 60% of Minute Rate

CLASS "AA" 10:00 A.M. to 4:00 P.M. - Monday thru Friday
 9:00 A.M. to 6:00 P.M. - Saturdays, 12 Noon to 6:00 P.M. - Sundays

ONE MINUTE ANNOUNCEMENTS

<u>6 Times</u>	<u>12 Times</u>	<u>18 Times</u>	<u>24 Times</u>
\$9.00	\$8.00	\$7.00	\$6.00

30 Seconds announcements - 80% of Minute Rate
 10 Seconds announcements - 60% of Minute Rate

CLASS "A" ALL OTHER TIMES

ONE MINUTE ANNOUNCEMENTS

<u>6 Times</u>	<u>12 Times</u>	<u>18 Times</u>	<u>24 Times</u>
\$7.50	\$6.50	\$6.00	\$5.50

30 Seconds announcements - 80% of Minute Rate
 10 Seconds announcements - 60% of Minute Rate

Program Rates will be supplied upon request.
 Rates for special services including news reports, sport features, time signals, etc.
 will be submitted upon request.

REGULATIONS — RESTRICTIONS

Maximum contract term one year. WBAT reserves the right to reject any material or talent which does not conform with standards or policies of the Station. Continuity and program material must be submitted at least 48 hours before broadcast.

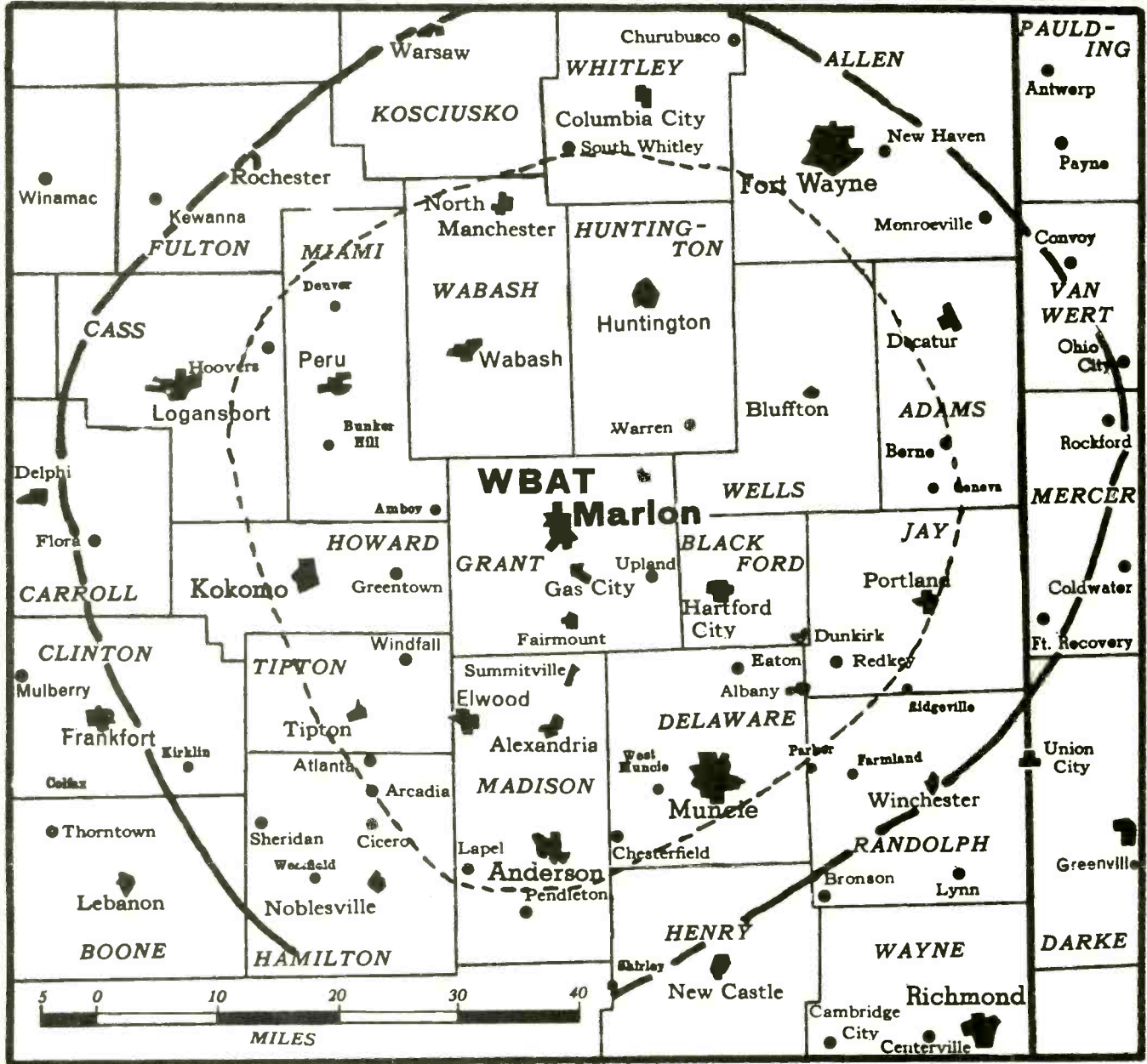
Rates subject to change without notice. Call 664-6239

1000 Watts Daytime
250 Watts Night Time

Now Reaching Over 1 Million Customers of Yours

WBAT

1400 KC
FULL TIME



Marion, Indiana "City of Progress"

MARION RADIO CORPORATION

Lester G. Spencer
Pres.

William Fowler
V. President, Station Mgr.

A.G. Von Dielingen
Sales Mgr.

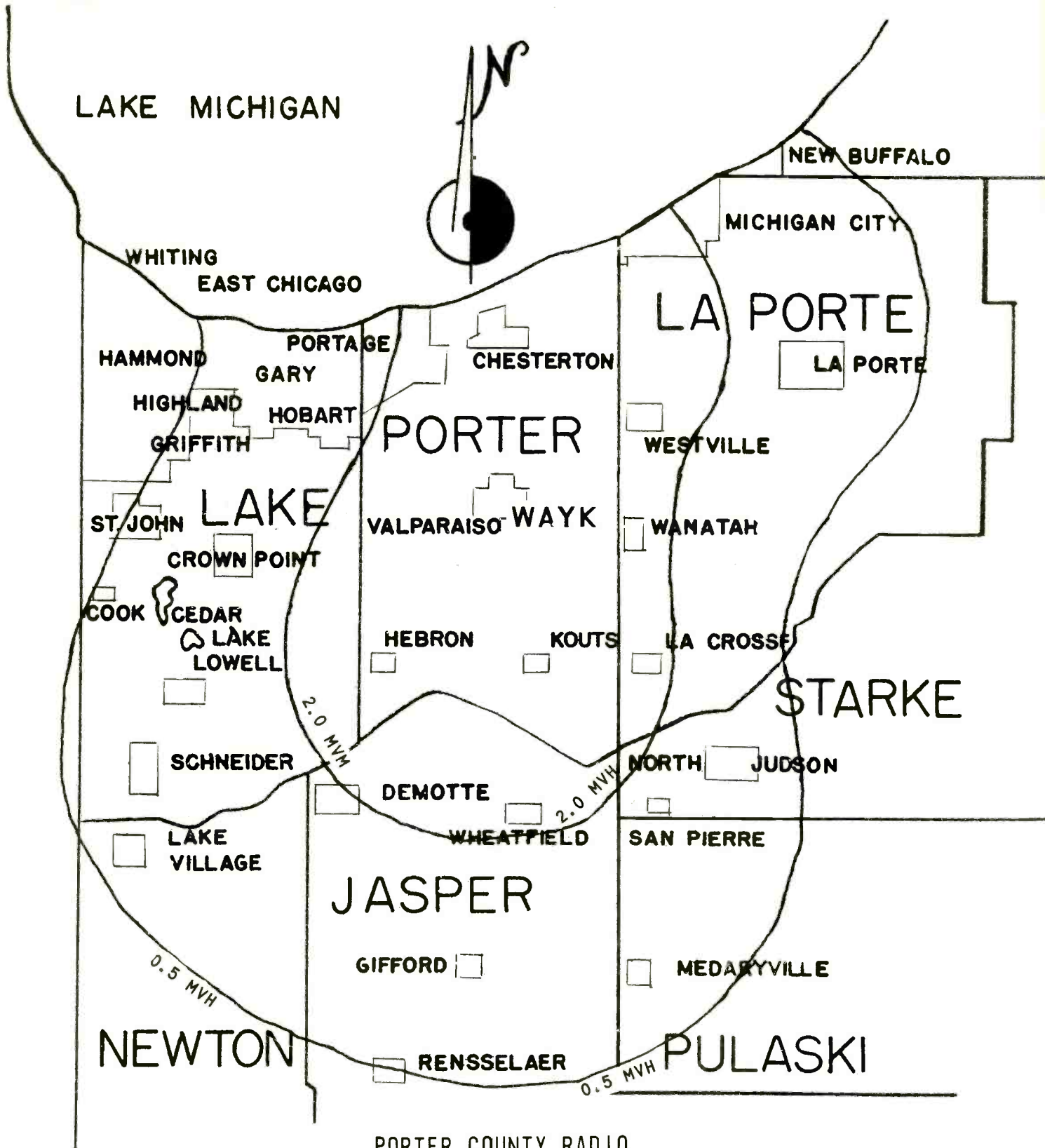
Measured

by George Lohnes

— 2 MV/M Countour inferred.
- - - 5 MV/M Countour inferred.

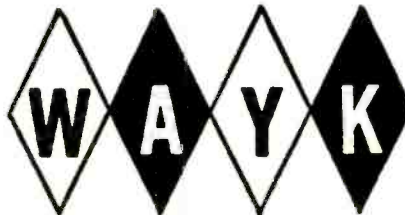
See other page for
MARKET DATA





PORTER COUNTY RADIO

DIAL 1500



1000 WATTS

PORTER COUNTY BROADCASTING CORPORATION

LEN ELLIS, President and General Manager

P.O. Box 149 - Valparaiso, Indiana

Telephone: Area 219

462-6111



**the bright
sound 1510**



on the banks of the wabash

JANUARY 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	MARCH 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	MAY 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	JUNE 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JULY 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	AUGUST 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SEPTEMBER 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	OCTOBER 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	NOVEMBER 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	DECEMBER 1971 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
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1971 **1972**

President and General Manager
Len Ellis
Sales Manager/Asst. Gen. Mngr.
O.J. Jackson
 Telephone 219/563-1161
 License - Wabash Broadcasting
 Company
 Office - 1360 South Wabash
 Wabash, Indiana 46992
 Frequency - 1510 Kilocycles

on the banks of the wabash

Announcements

Frequency	1	30	10
1000 Times	4.00	2.00	1.75
520 Times	4.50	2.50	1.90
312 Times	4.85	2.85	2.05
260 Times	5.00	3.00	2.10
156 Times	5.25	3.25	2.15
104 Times	5.40	3.40	2.20
52 Times	5.55	3.55	2.25
26 Times	5.70	3.70	2.35
13 Times	5.85	3.85	2.45
1 Time	6.00	4.00	2.50

All broadcasts from points outside the studios are subject to special charges—A.S.C.A.P., SESAC, and B.M.I.
 UPI news wire service—Add 10% to Rate
 Programs and Special Features on request
 One minute constitutes 130 words; 30 seconds, 65 words
 15% commission allowed recognized Advertising Agencies
 Political Broadcasts: card rate applies, payable in advance
 All continuity for announcements and/or programs supplied by advertiser or agent must be submitted to station not less than 48 hours before broadcast. All copy subject to approval of station management

GENERAL
 INFORMATION

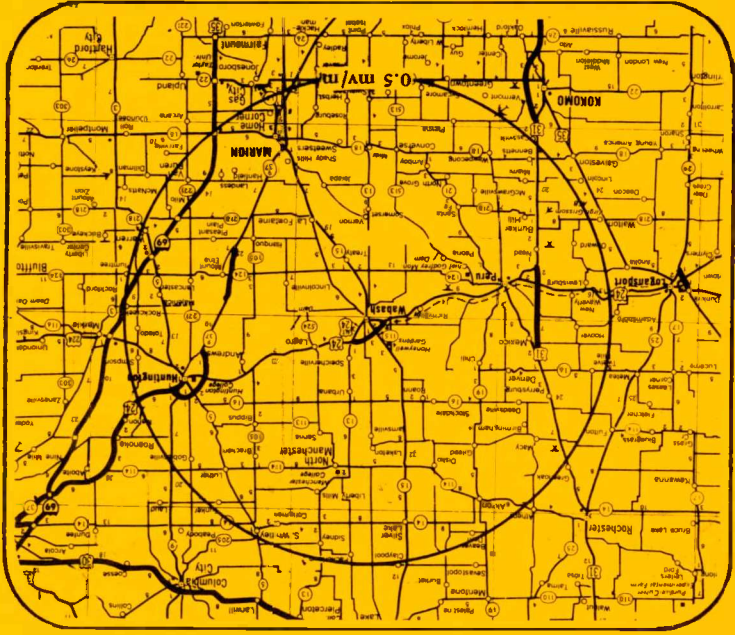


Rate Card No. 1 January 1, 1972

Programs

Frequency	1	30	15	5
312 Times	36.00	21.60	14.40	7.20
260 Times	38.00	22.80	15.20	7.60
156 Times	40.00	24.00	16.00	8.00
104 Times	42.00	25.20	16.80	8.40
52 Times	44.00	26.40	17.60	8.80
26 Times	46.00	27.60	18.40	9.20
13 Times	48.00	28.80	19.20	9.60
1 Time	50.00	30.00	20.00	10.00

ON ALL NEWS PROGRAMS PLEASE ADD 10%



.... everything you
wanted to know
about WAYT radio

FOR MORE INFORMATION ABOUT WAYT RADIO
CALL YOUR WAYT SALESMAN TODAY



but, haven't asked!

1360 SOUTH WABASH WABASH, INDIANA
PHONE (219) 563-1161

*President and General Manager
Len Ellis
Sales Manager/Ass't. Gen. Mngr.
O.J. Jackson
Telephone 219/563-1161
License - Wabash Broadcasting
Company
Office - 1360 South Wabash
Wabash, Indiana 46992
Frequency - 1510 Kilocycles*

COMMERCIAL POLICY - Advertisers can now get greater mileage from spots aired on WAYT radio. No one hour has more than 16 commercial messages....(14 outside of the news). In this unique environment, spots are more likely to be heard and remembered.

SWAP SHOP - aired daily from 9:30 to 10:00 a.m. this special kind of program invites all area WAYT listeners to phone 563-1161 to swap or sell home items the caller feels someone else may desire.

MUSIC - WAYT radio listeners can hear the most popular music of yesterday, today and the hits of tomorrow ... those that are instantly recognizable to the WAYT audience. Our music will include ballads, jazz, rock, folk, and many more popular styles. In short, WAYT radio will play the hits whether it is from today or yesterday you'll hear it on WAYT. Our format will be based on our overall image - and will not change with different DJ's.

COMMUNITY INVOLVEMENT - WAYT radio cares about Wabash. The challenge of community leadership demands total commitment in local affairs and the involvement of WAYT's staff demonstrates a deep belief in this principle. The

WAYT staff members are involved in as many civic and community organizations and service clubs as possible. This activity constantly keeps WAYT current on all local community action.

NEWS - WAYT radio uses the contemporary pattern of five minute newscasts throughout the broadcast day at 55 minutes after the hour. News headlines can be heard at 25 minutes after the hour throughout the day. There are three 15 minute newscasts during the day at 7:30 a.m., 12 noon, and 5:00 p.m. WAYT has a experienced full-time news department reporting on the latest local, state and national and world news with prime concern on on the Wabash'sCounty's news happenings. WAYT radio will be the fastest, most reliable source for the up to the minute local news coverage.

WEATHER - WAYT radio gives the complete weather forecast at 15 and 45 minutes after every hour during the broadcast day. The weather can also be heard during the news programs at 25 and 55 minutes after the hour.

PUBLIC SERVICE - Local emphasis is the key criteria that will govern policy established by WAYT radio. WAYT desires to give priority to as much as local community service spots that are made available.

announcements

	seconds		
	10	30	60
aa 1000	3.50	5.60	7.00
624	4.00	6.40	8.00
312	4.50	7.20	9.00
156	6.00	9.60	12.00
52	7.50	12.00	15.00
1	9.00	14.40	18.00
a 1000	2.50	4.00	5.00
624	3.00	4.80	6.00
312	3.50	5.60	7.00
156	4.50	7.20	9.00
52	6.00	9.60	12.00
1	7.50	12.00	15.00
b 1000	2.00	3.20	4.00
624	2.50	4.00	5.00
312	3.00	4.80	6.00
156	4.00	6.40	8.00
52	4.50	7.20	9.00
1	5.00	8.00	10.00

programs

	minutes		
	5	10	15
aa 624	10.50	15.75	—
312	12.00	18.00	—
260	13.50	20.25	—
104	18.00	27.00	—
1	27.00	40.50	90.00
a 624	7.50	11.25	—
312	9.00	13.50	—
260	10.50	15.75	—
104	13.50	20.25	—
1	22.50	33.75	75.00
b 624	6.00	9.00	—
312	7.50	11.25	—
260	9.00	13.50	—
104	12.00	18.00	—
1	15.00	22.75	60.00

package plans

10	80.00
20	150.00

Minutes or less, run-of-station scheduling. Must be used in seven (7) consecutive days. Non-combinable.

remote broadcasts

2 hour	250.00
---------------	--------

Rate includes talent, engineering, and line charges. Station reserves right to insert non-competitive announcements or newscasts.

time class

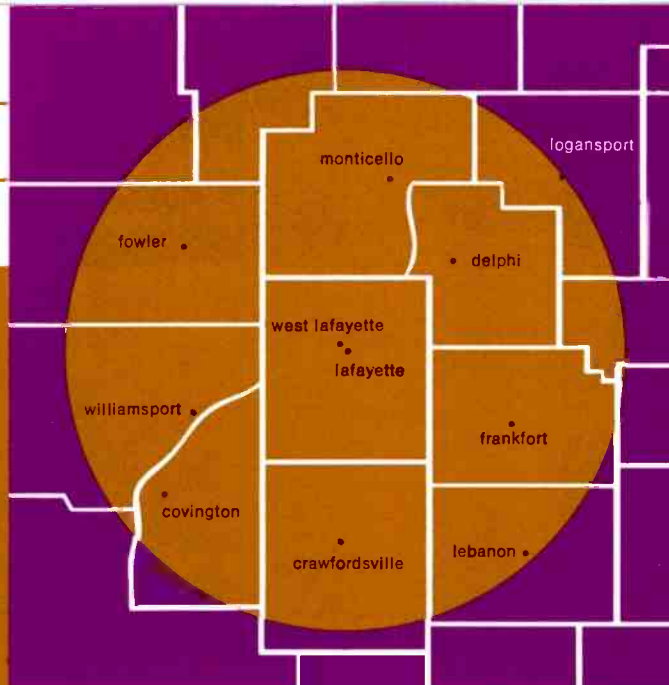
aa Sign on—9 am Monday thru Saturday; 2 pm—7 pm Monday thru Friday.

a 9 am—2 pm Monday thru Friday; 9 am—7 pm Saturday; 7 am—7 pm Sunday.

b 7 pm—12 midnight. (All days)

policies

- 1 No time sold in bulk for resale. Maximum length of contract is fifty-two weeks. Rate is guaranteed for life of contract only. Interrupted schedules, unless agreed to in contract, result in withdrawal of rate protection. Short rates will apply immediately to cancelled contracts.
- 2 Frequency discounts may be earned within contractual year. Rate card minutes and thirties are combinable to earn frequency, regardless of rate classification. Programs are combinable with themselves. Programs and announcements are not combinable. Package plans are not combinable. Ten second announcements are not combinable with other announcements to earn frequency.
- 3 Services of staff announcers and continuity department included in rates shown. Rates on request for sports broadcasts, special programs, remotes, etc.
- 4 Advertising material must conform to the standards of the station and the station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.
- 5 Ten (10) minute protection is provided for competitive accounts.
- 6 Rates quoted are net to station; no cash discount. Cycle billing in effect. Bills payable ten days from invoice date.



WASK

lafayette, indiana

market data

Lafayette-West Lafayette metro area

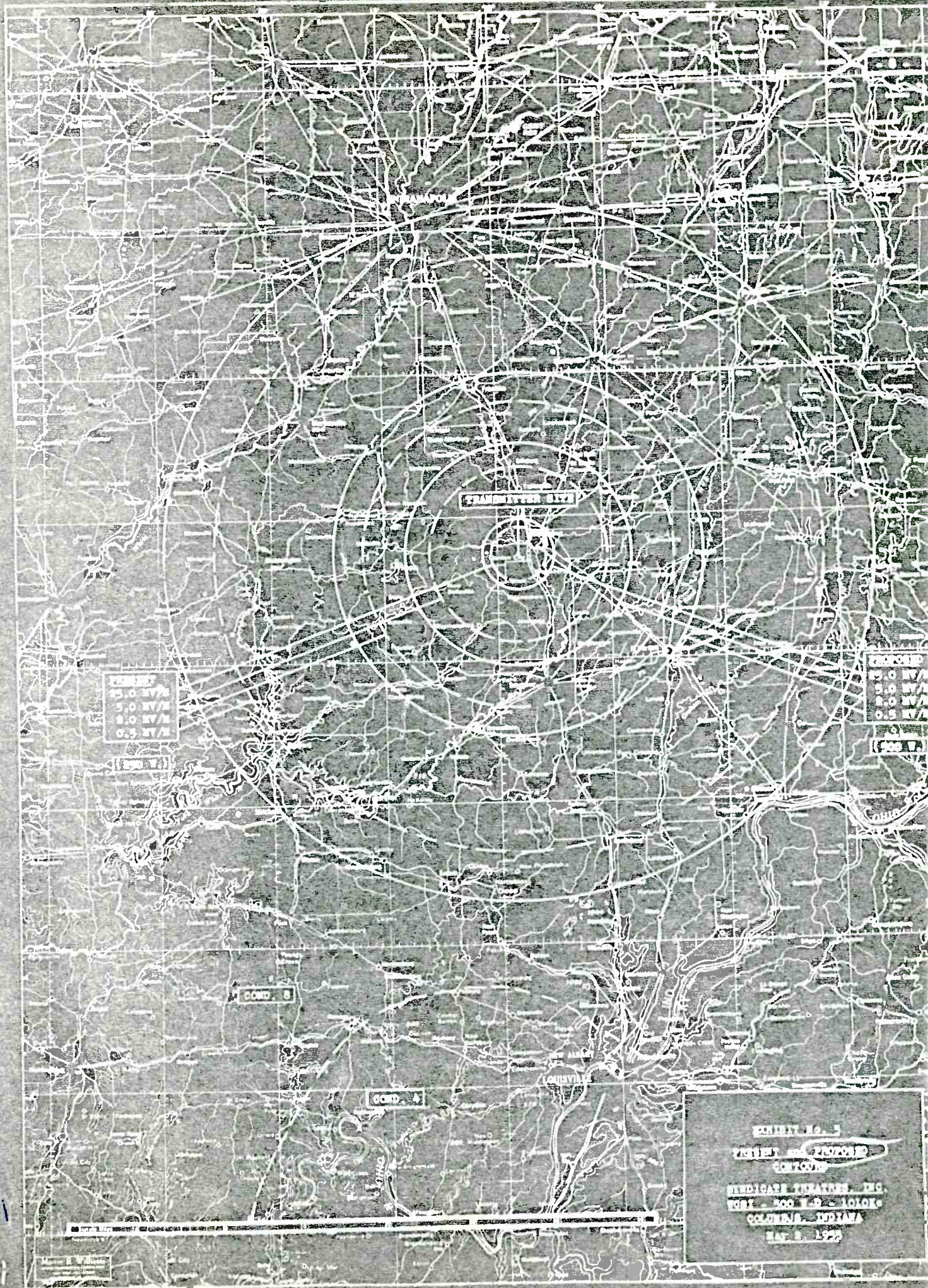
population	112,800
households	33,610
farm population	4,800
retail sales	\$206,831,000
gross farm income	\$34,756,000
passenger car registration	45,760
1972-73 Purdue University enrollment	26,700

source: 1970 census bureau figures

1000/250 watts	Henry Rosenthal
1450 KHz	President and General Manager
Operates from	Jerry Collins
5:30 am to 12 midnight	Program Manager
Monday thru Saturday	Bill Kniesly
and 7 am to	Sales Manager
12 midnight Sunday.	

WASK, owned and operated by Lafayette Broadcasting, Inc., was established in 1942. Studios, offices and transmitter, McCarty Lane, Lafayette, Indiana 47902. Phone: 317-447-2186.

local rate card no. 14, january 1, 1973



COND. 7
 50.0 KV/A
 5.0 KV/A
 8.0 KV/A
 0.5 KV/A

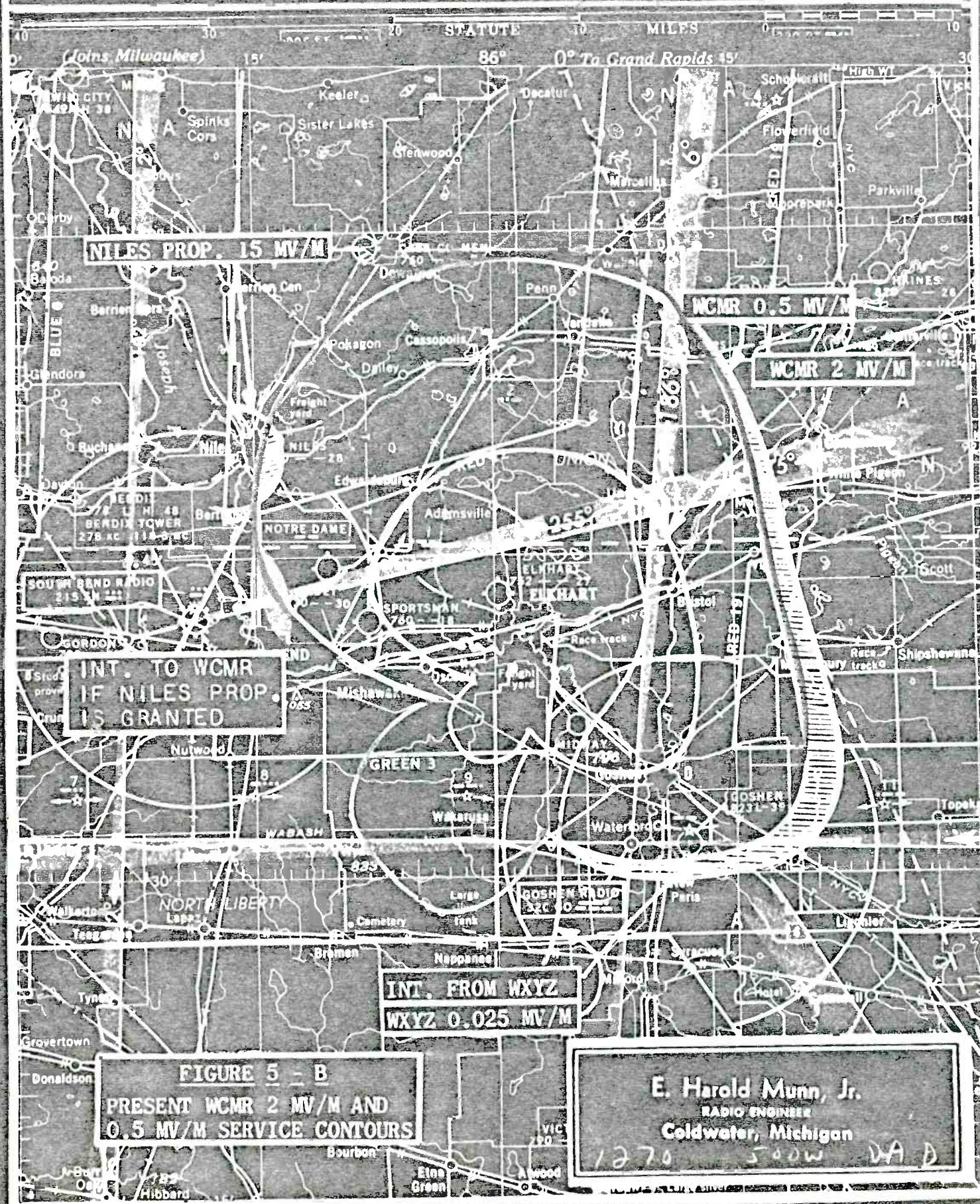
COND. 8
 50.0 KV/A
 5.0 KV/A
 8.0 KV/A
 0.5 KV/A
 (200 F)

COND. 8

COND. 7

EXHIBIT No. 5
 LINE OF TRANSMISSION
 COND. 6
 INDICATE THEATRE, INC.
 POST. 200 W. 9 - 1010K
 COLUMBIA, PENNSA
 MAY 2, 1928

WCSI
 WCB1



NILES PROP. 15 MV/M

WCMR 0.5 MV/M

WCMR 2 MV/M

INT. TO WCMR
IF NILES PROP.
IS GRANTED

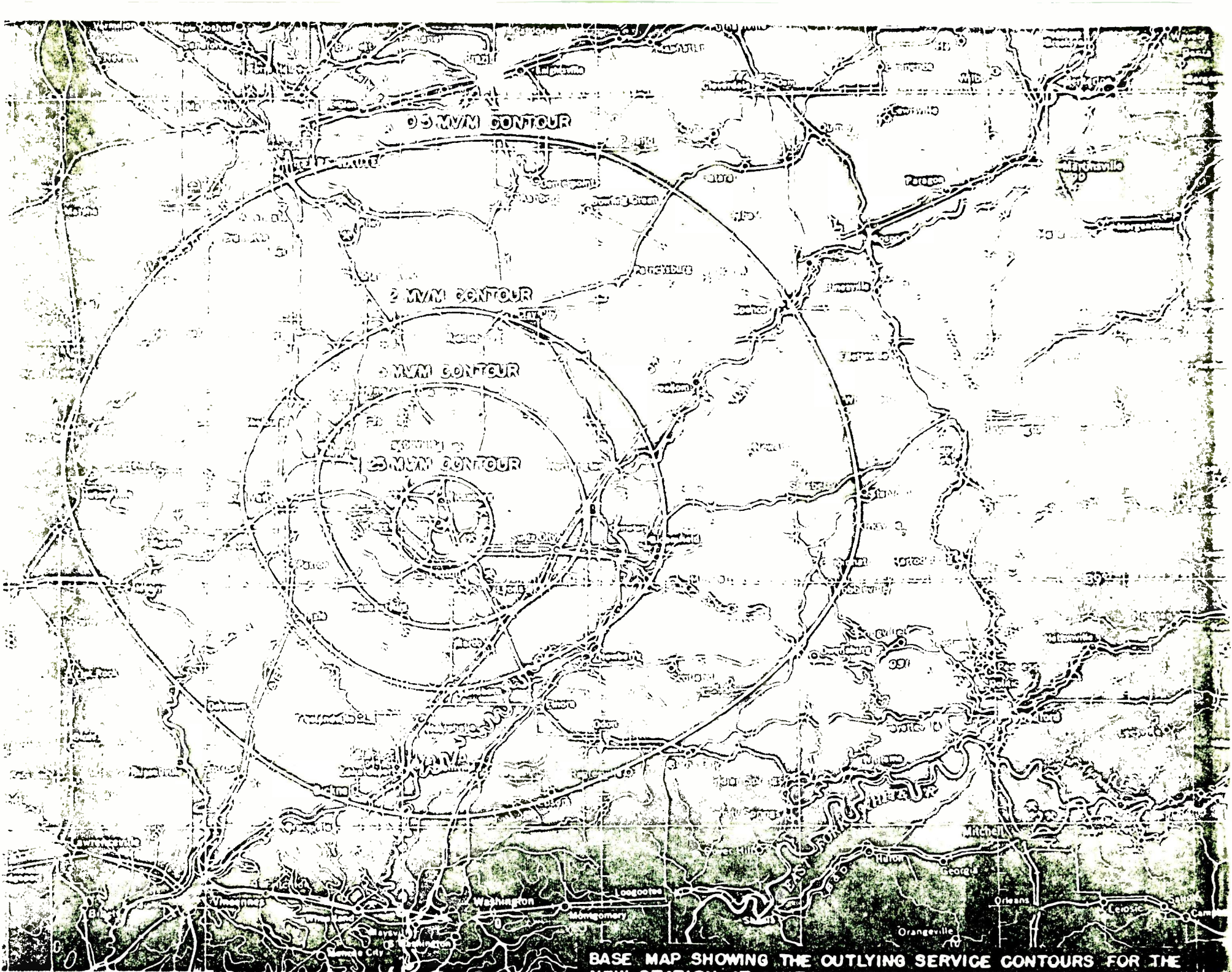
INT. FROM WXYZ
WXYZ 0.025 MV/M

FIGURE 5 - B
PRESENT WCMR 2 MV/M AND
0.5 MV/M SERVICE CONTOURS

E. Harold Munn, Jr.
RADIO ENGINEER
Coldwater, Michigan
1270 500W

WCMR

WBTO - 1600 KHz. Linton, Indiana 500 watts daytime only.



BASE MAP SHOWING THE OUTLYING SERVICE CONTOURS FOR THE

WBTO - 1600 KHz. Linton, Indiana 500 watts daytime only.

POLICIES

1. Rates shown in this rate card are applicable to local retail Lafayette-area advertisers and are NET to WAZY. Not advertising agency commissionable. Rate protection guaranteed for duration of contract only.
2. Rates shown herein apply to studio originated broadcasts only, and include services of normal on-duty station staff personnel. Rates on sports broadcasts, remotes, special talent, etc., quoted on request.
3. Program content and/or announcement copy is subject to station management approval before broadcast. Production aids, attention-getters, music frames, etc., are included in commercial timing. Live copy limits (without production aids) are as follows: 20 words for 10 seconds; 60 words for 30 seconds; 120 words for 60 seconds.
4. Rate-as-earned allowed on announcement and/or program contracts within 52 consecutive weeks. All announcement lengths and time-classes are combinable with themselves to earn frequency rates. Package plan announcements are combinable within the package, but are not combinable with time-class announcements. Announcements and programs are not combinable.
5. Billing with sworn affidavit-of-performance is rendered on first day of each month following broadcast and is due and payable NET 10 days following billing date to accounts with satisfactory credit rating. A carrying charge of one percent per-month until paid will be added to all accounts 60-days or more past due. If satisfactory credit rating is not obtainable terms are cash with order. Political and entertainment advertising is cash with order.
6. Maximum contract acceptable is 52 consecutive weeks. Unfulfilled or cancelled contracts are subject to immediate short rate on earned rate basis.
7. Complete modern recorded commercial production facilities and aids available at no extra charge to contract advertisers.

WAZY

AM
FM

P.O. BOX 1410, SOUTH 18th STREET ROAD
LAFAYETTE, INDIANA 47902

PHONE
(317) 474-1410

HAL YOUART
Manager

WAZY ANNOUNCEMENT RATES

CLASS "AA": 6:00 to 9:00 A.M., Mon./Sat.
3:00 to 6:00 P.M., Mon./Fri.

Times used within one year	10 sec.	30 sec.	60 sec.
1 time	4.50	9.00	12.00
52 times	4.10	8.25	11.00
156 times	3.35	6.75	9.00
260 times	2.60	5.25	7.00
312 times	2.50	5.00	6.75
520 times	2.25	4.50	6.00
1040 times	2.00	3.75	5.00

CLASS "A": All other days and times

Times used within one year	10 sec.	30 sec.	60 sec.
1 time	3.00	6.00	8.00
52 times	2.80	5.60	7.50
156 times	2.60	5.25	7.00
260 times	2.25	4.50	6.00
312 times	2.15	4.30	5.75
520 times	1.85	3.75	5.00
1040 times	1.50	3.00	4.00

WAZY PROGRAM RATES

All Time Classes

OPEN RATE	5 min.	10 min.	15 min.	30 min.	60 min.
13 weeks					
1 per week	11.80	17.75	23.50	39.00	58.00
2 per week	11.60	17.50	23.00	38.00	
3 per week	11.40	17.25	22.75	37.00	
5/6 per week	11.00	16.50	22.00	36.00	
26 weeks					
1 per week	11.60	17.50	23.25	38.50	57.00
2 per week	11.40	17.00	22.75	37.00	
3 per week	11.00	16.00	21.75	35.00	
5/6 per week	10.00	15.00	20.00	32.00	
52 weeks					
1 per week	11.50	17.25	23.00	37.50	55.00
2 per week	11.00	16.00	22.00	35.00	
3 per week	10.00	15.00	20.00	32.00	
5/6 per week	9.00	13.00	18.00	30.00	

WAZY-FM RATES

ANNOUNCEMENTS PROGRAMS

TIMES	30's	60's	5 Min.	25 Min.	30 Min.	55 Min.
1	2.00	3.00	6.00	13.00	15.00	25.00
52	1.90	2.85	5.50	12.00	14.00	22.00
156	1.70	2.55	5.00	9.00	11.00	18.00
260	1.50	2.25	4.50	8.00	9.00	14.00
312	1.40	2.15	4.00	7.00	8.00	13.00
520	1.20	1.85				
1040	1.00	1.50				

PACKAGE PLANS

Must be scheduled within 7 consecutive days or less. Run-of-station time schedule.

	30 Sec.	60 Sec.
10 times	1.60 (16.00)	2.40 (24.00)
20 times	1.50 (30.00)	2.10 (42.00)
30 times	1.30 (39.00)	1.80 (54.00)
40 times	1.20 (48.00)	1.70 (68.00)

WAZY-FM announcement rates are combinable with WAZY-AM announcement rates (except on package plans) and WAZY-FM program rates are combinable with WAZY-AM program rates. Announcement rates and program rates are not combinable on either WAZY-AM or WAZY-FM.

10-second announcements and 10 or 15-minute programs are not sold on WAZY-FM.

Above rates are not applicable to sports broadcasts, remote broadcasts and other special events broadcasts. These rates will be quoted on request.

WAZY & WAZY-FM

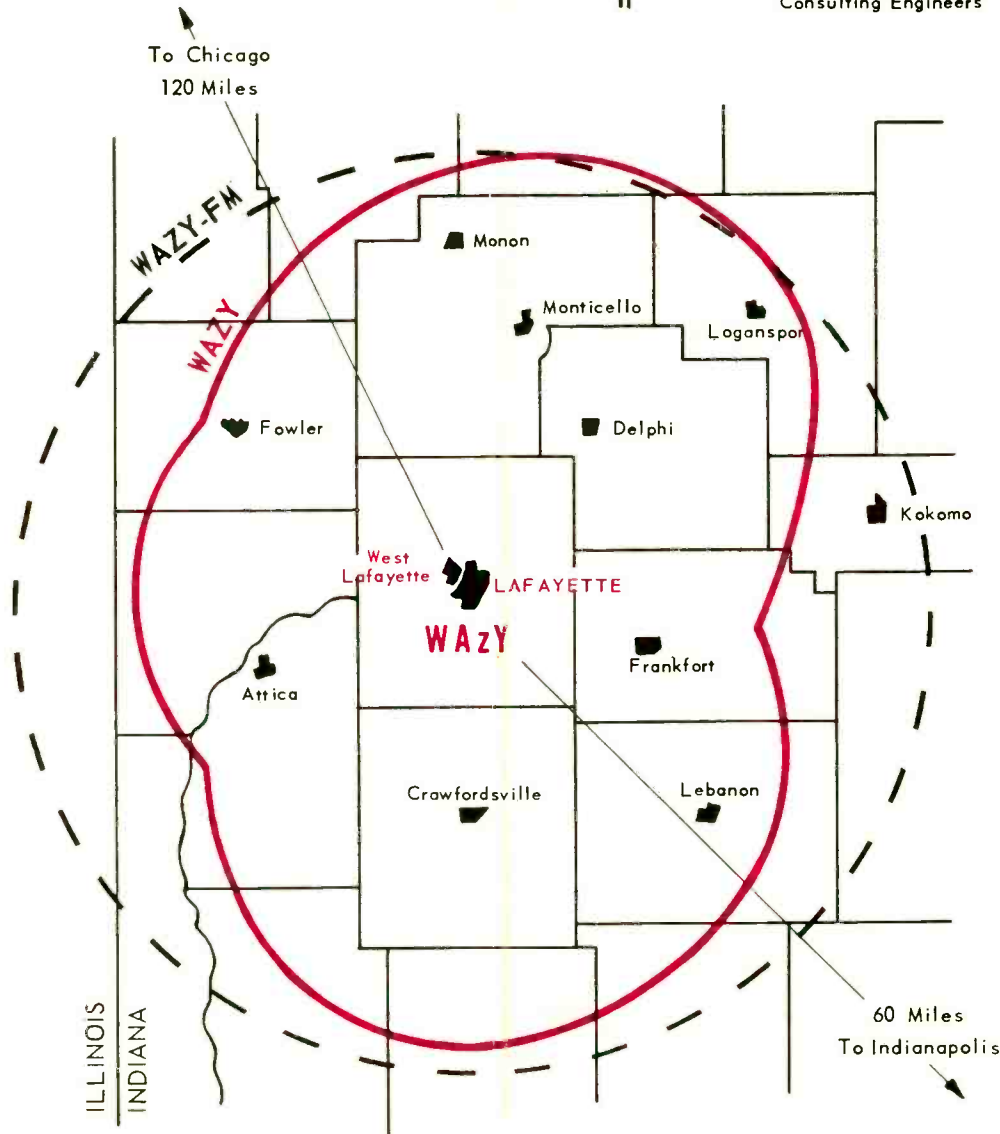
"Grade A" Coverage Map

FIELD INTENSITY CONTOURS

WAZY - 1,000 Watts, 1410 KHz.
——— 0.5 Millivolt Contour

WAZY-FM - 3,000 W. Vertical
3,000 W. Horizontal
96.7 MHz.
- - - - 34 DBU Contour

by: Walter F. Kean & Associates
Consulting Engineers



WAZY

AM
FM

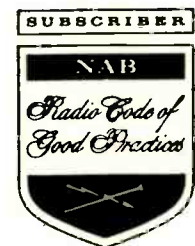
LOCAL RETAIL
ADVERTISING RATES

P.O. BOX 1410,
SOUTH 18th STREET ROAD

LAFAYETTE, INDIANA

WAZY - AM - 1,000w. - 1410kHz.

WAZY - FM - 3,000w. - 96.7MHz.



Member:
NATIONAL ASS'N. of BROADCASTERS
INDIANA BROADCASTERS ASS'N.
LAFAYETTE CHAMBER of COMMERCE
LAFAYETTE CREDIT BUREAU

60 times	1.50 (90.00)	3.00 (180.00)	4.00 (240.00)
50 times	1.60 (80.00)	3.20 (160.00)	4.20 (210.00)
40 times	1.85 (74.00)	3.75 (150.00)	4.75 (190.00)
30 times	2.00 (60.00)	4.00 (120.00)	5.00 (150.00)
20 times	2.25 (45.00)	4.50 (90.00)	6.00 (120.00)
10 times	2.50 (25.00)	5.00 (50.00)	6.50 (65.00)
	10 sec.	30 sec.	60 sec.

Must be scheduled within 7
consecutive days or less.
Run-of-station scheduling.

PACKAGE PLANS:

WBAT

RADIO

1000 Watts
1400 Kilocycles
On Your Dial

"DESIGNED TO DELIVER"

P.O. Box 839 • Marion, Indiana 46952 • 664-6239
120 N. Miller Avenue

Within
Seven
Days

**Time
Class**

"AAA"
5:30—10:00 A.M.
3:00— 6:00 P.M.
Saturday
5:30—12:00 A.M.

"AA"
10:00—3:00 P.M.
6:00—8:00 P.M.
Saturday
12:00—8:00 P.M.
Sunday
7 A.M.—8:00 P.M.

"A"
8:00 P.M.—Midnight

Total of Spots	1	15	25
10 Seconds	\$3.80	\$3.50	\$3.00
30 Seconds	\$4.25	\$3.75	\$3.50
60 Seconds	\$4.75	\$4.50	\$4.00
10 Seconds	\$3.00	\$2.75	\$2.50
30 Seconds	\$3.75	\$3.50	\$3.25
60 Seconds	\$4.00	\$3.75	\$3.50
10 Seconds	\$2.25	\$2.10	\$1.95
30 Seconds	\$3.00	\$2.80	\$2.60
60 Seconds	\$3.75	\$3.50	\$3.25

PROGRAMS

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times	260 Times
5 Minutes	15.75	15.10	14.35	13.75	13.35	12.70	11.80
10 Minutes	23.95	22.75	21.75	21.20	19.35	18.45	17.80
15 Minutes	32.00	31.20	29.05	28.70	25.40	24.90	24.30
30 Minutes	47.60	46.60	45.35	43.05	41.75	39.35	36.30
1 Hour	79.75	76.70	72.60	68.55	65.35	61.75	59.40

REMOTES

2_{HR.}

Remote Broadcasts—\$200.00 Non-Participating

Remote Broadcast—\$150.00 Participating with other commercials

2_{HR.}

Hours of Operation

5:30 A.M. to 12:00 M., Monday through
Saturday;
7:00 A.M. to 12:00 M., Sunday.

LOCAL
RATE CARD NO. 11
Effective
Oct. 1, 1968

Rates and Contract Conditions

This rate card is published for the convenient reference of advertisers. It is not to be construed as an offer of facilities.

WBAT

CBS RADIO NETWORK

Discounts

Terms are strictly cash unless credit is established. A 5% cash discount is allowed off the rates quoted herein if bill for advertising is paid by the 15th of the month following the actual broadcasting.

10% discount on 52 week contract.

"DESIGNED TO DELIVER"

MARION, INDIANA

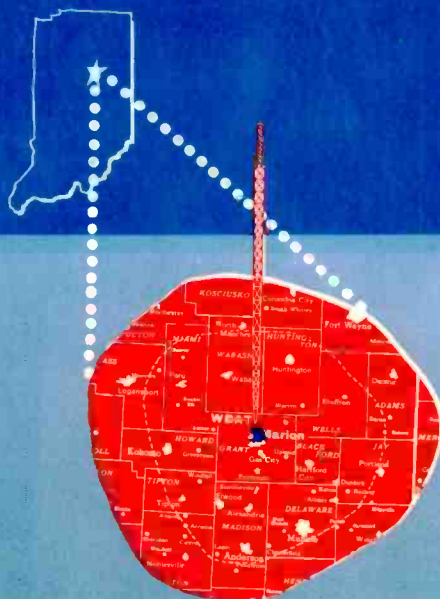
Regulations and Restrictions

Maximum contract one year. WBAT reserves the right to reject any material or talent that does not conform with the standards or policies of the station. Continuity and program material must be submitted at least 24 hours before broadcast.

Special Features

Rates for sports, news, weather, time signals and other special features will be submitted upon request.

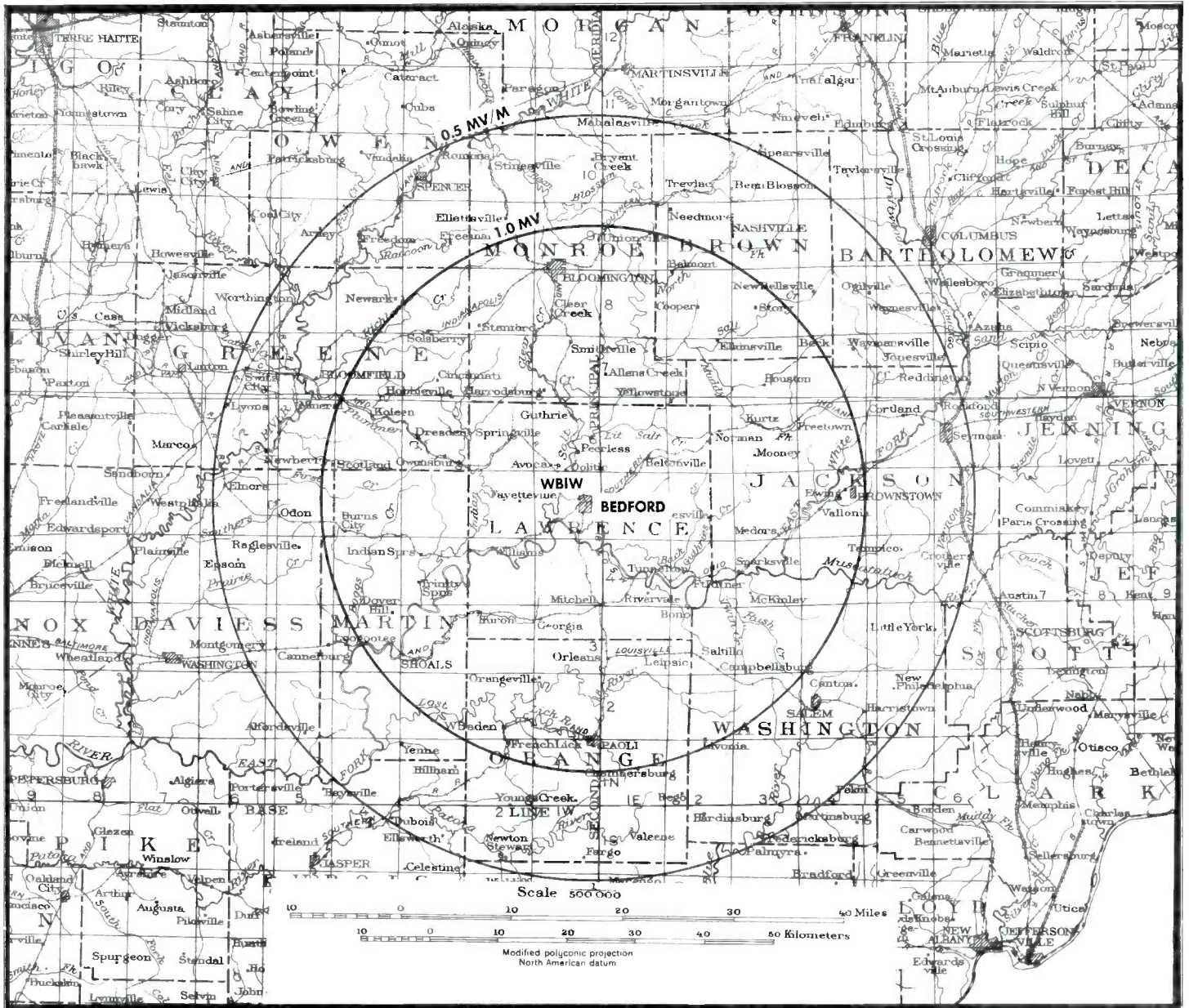
William C. Fowler General Manager



WBIW

1340

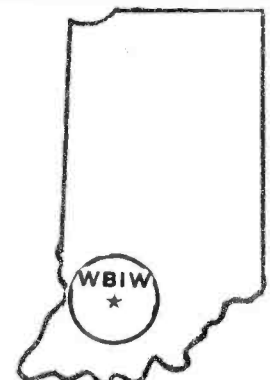
1000 WATTS



WBIW

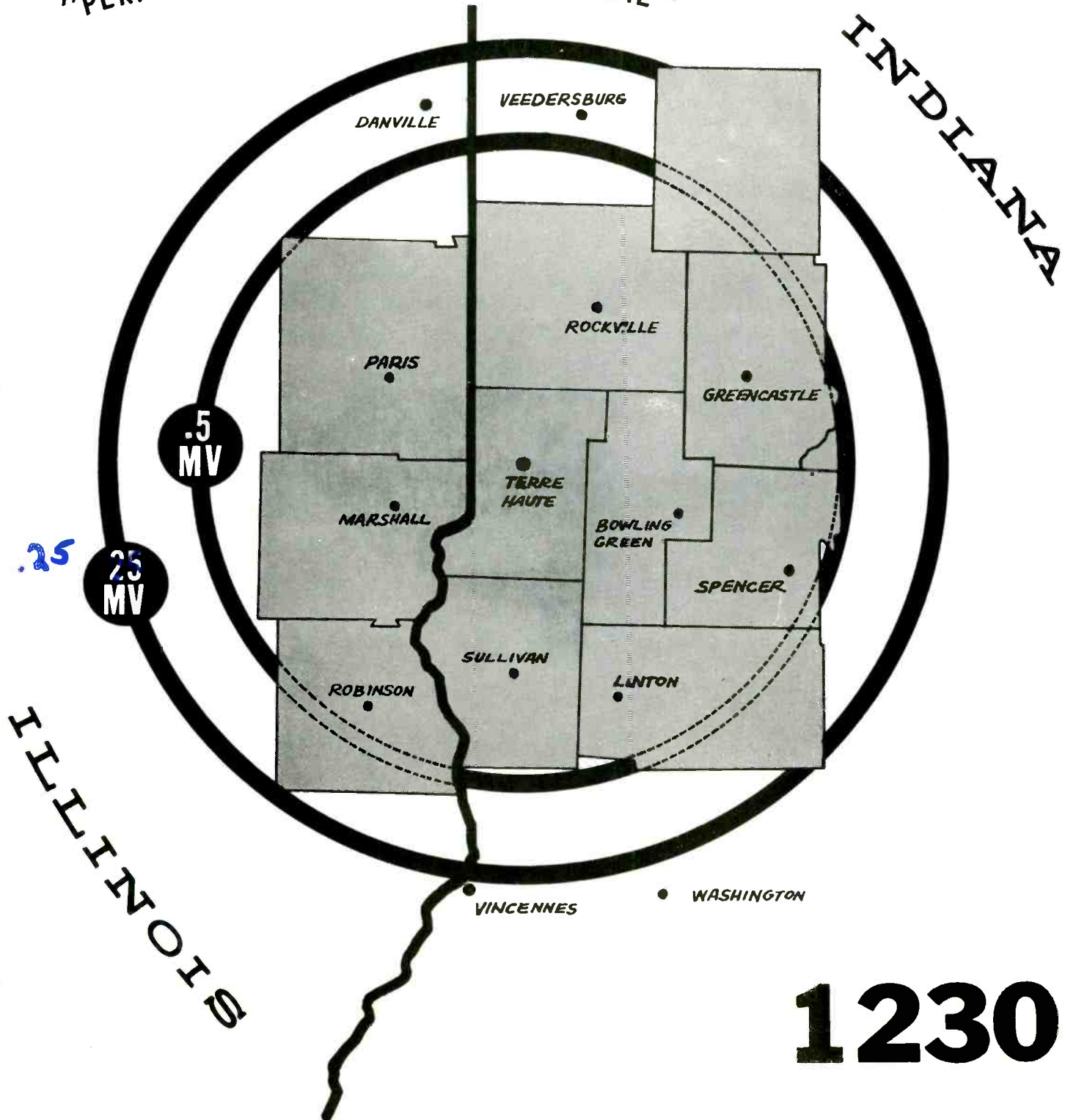
BEDFORD, INDIANA

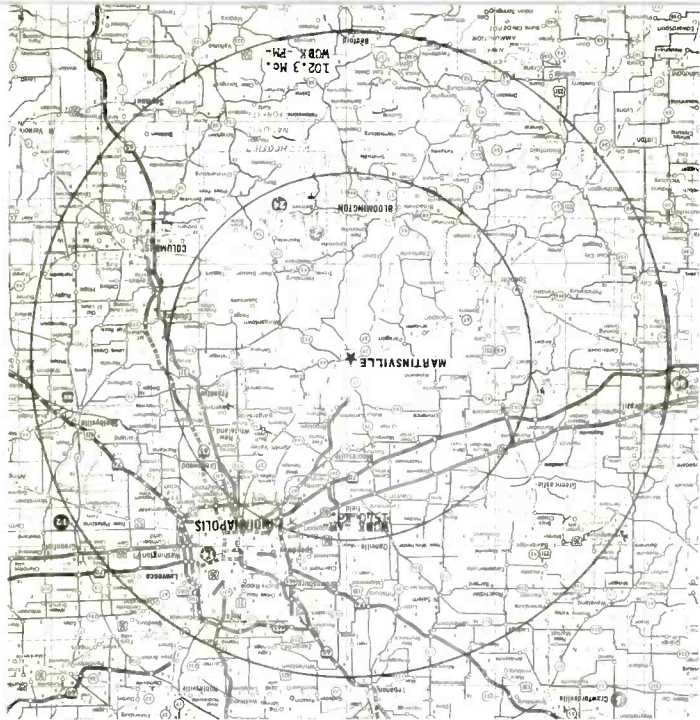
RADIO For Southern Indiana



WBOW

"PERFECT CIRCLE · NON-DIRECTIONAL"





W *"Your Community-minded Station"*
MORGAN COUNTY BROADCASTERS, INC.

B
K

217 EAST WASHINGTON ST.
MARTINSVILLE, INDIANA 46151
PHONE (317) 342-3394

- Clear Channel 1540 Kc. — AM
- 3,000 Watts Day & Night 102.3 Mc. — FM

RATE CARD

(Times)	1 Hour	¼ Hour	5 Min.	1 Min.	½ Min.
1	\$50.00	\$20.00	\$11.50	\$4.50	\$3.50
52	47.50	18.00	9.50	4.25	3.25
104	45.00	16.00	7.50	4.00	3.00
260	43.00	15.00	6.50	3.75	2.75
520	42.50	14.00	6.00	3.50	2.50
780	40.00	13.00	5.00	3.30	2.30
1,040	38.50	12.00	4.80	3.20	2.20
1,300	35.00	11.00	4.60	3.00	2.00
2,080	32.50	10.00	4.40	2.85	1.85

SHORT SATURATION

Per Week	1 Min.	30 Sec.
10	\$ 40.00	\$ 30.00
20	70.00	50.00
40	130.00	90.00
80	240.00	160.00

FM rate 80% of earned AM rate

WCMR-AM
WXAX-FM
ELKHART, INDIANA

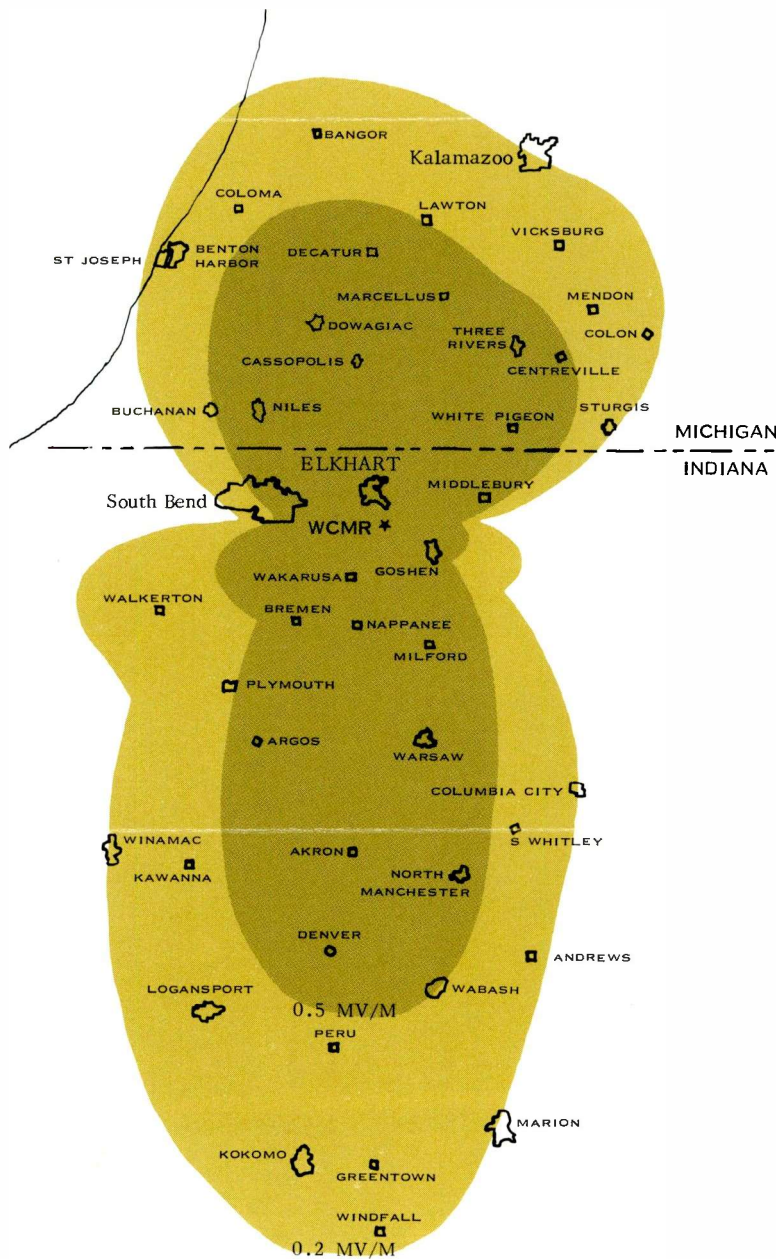


WCMR-AM / 5000 WATTS / 1270 K.C.

Providing the Finest in Daytime and Nighttime Broadcasting

The Sound of Quality in Michiana

Market Data



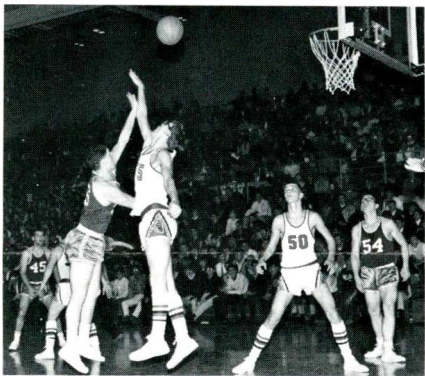
Population	1,130,900
Households	334,400
Consumer Spendable Income	\$2,745,939,000
CSI Per Household (Elk. Co.)	\$ 9,650
Total Retail Sales	\$1,770,984,000
Food	\$ 394,793,000
Drug	\$ 47,841,000
Gen. Merch.	\$ 186,914,000
Apparel	\$ 63,989,000
Home Furnishings	\$ 81,190,000
Auto	\$ 367,596,000
Service Stations	\$ 167,710,000
Passenger Cars	420,720
Farm Population	103,700
Gross Farm Income	\$ 346,202,000



Balanced Programming Geared to Adult Buyers



WCMR radio-equipped news vehicles provide instant broadcasting at the scene of the news happening.



WCMR sportscasters give the play-by-play action of local high-school and college events. World, national and state sports are presented daily through Mutual and the Associated Press.



Every Michiana farmer has available at 1270 on his radio dial experienced farm reporting from WCMR's full-time agricultural director.

News

Mutual Broadcasting System—the world's largest—presents five-minute newscasts every half hour, teamed with reports from the Associated Press. WCMR local news covers area events with comprehensive reporting, featuring in-depth stories, public interest items and on-the-spot reports.

Weather

WCMR's weather data is gathered from the U.S. Weather Bureau, U.S. weather satellites, Indiana's State and area weather-teletype service, area radar, and the station's own weather instruments. This data is then carefully compiled to provide specific local "Weathermaster" summaries and weather briefs more than 25 times daily.

Agri-Business

WCMR, the "Voice of Michiana Agriculture", offers complete in-depth agricultural programming 1½ hours per day. Included are morning "Farm Fare", "1270 Acres" at noon, Agri-Business editorial, and local, regional and national complete market details. Reports from ten local elevators, four livestock auctions, and four county agents are regular exclusive features.

Music

WCMR is keyed to adult musical tastes, having won the loyalty of listeners—and buyers—most valuable to our advertisers.

Religious Programming

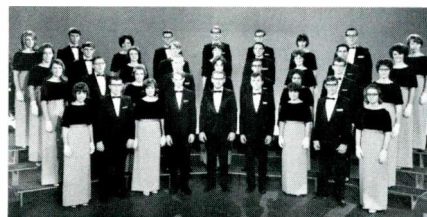
WCMR fills the spiritual needs of listeners in an area with an unusually large number of churches.

On-Air Promotion

Regular promotions with listener participation, help to develop a strong commercially responsive audience.



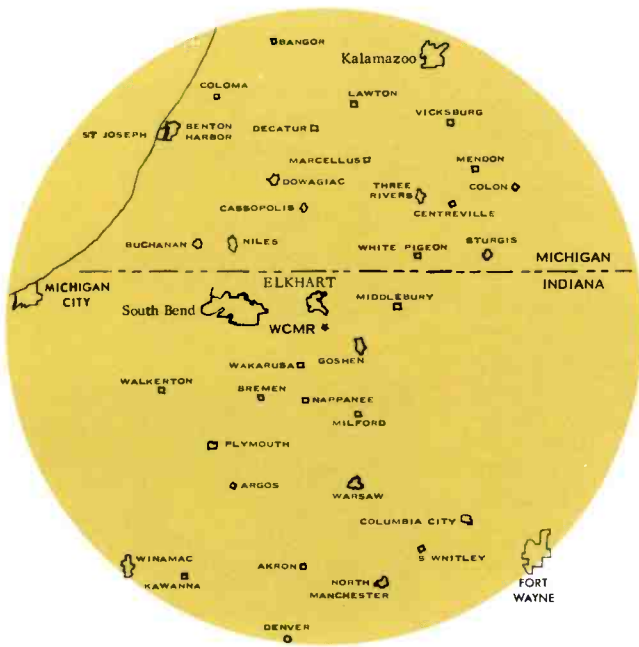
"Saturday Safaris" are aired from location on weekends throughout the year. A full afternoon of saturated promotion with the covered-wagon tower draws buyers to the sponsor's place of business.



WCMR presents colorful live coverage of community events, such as the Indiana Mobile Home Show, county fair, music festivals and downtown and shopping center promotions in several communities.

WXAX - FM / 20,000 WATTS / 104.7 M.C.

Michiana's First Full Time, Separately-Programmed FM Station



WXAX is dedicated to producing a selective musical sound to suit the tastes of adult listeners who "relax and work with radio". From early morning (5:45 am) to midnight, WXAX responds to the challenge of supplying its listeners with the finest quality high-fidelity popular, classical, and semi-classical selections. Second to none in power, quality and musical programming for the Michiana area, WXAX reaches a discriminating audience with high musical standards.

WCMR-AM
WXAX-FM

ELKHART, INDIANA 46514 • PHONES: 523-4567 • 875-5166



WCSI AM 1010 FM 101.5

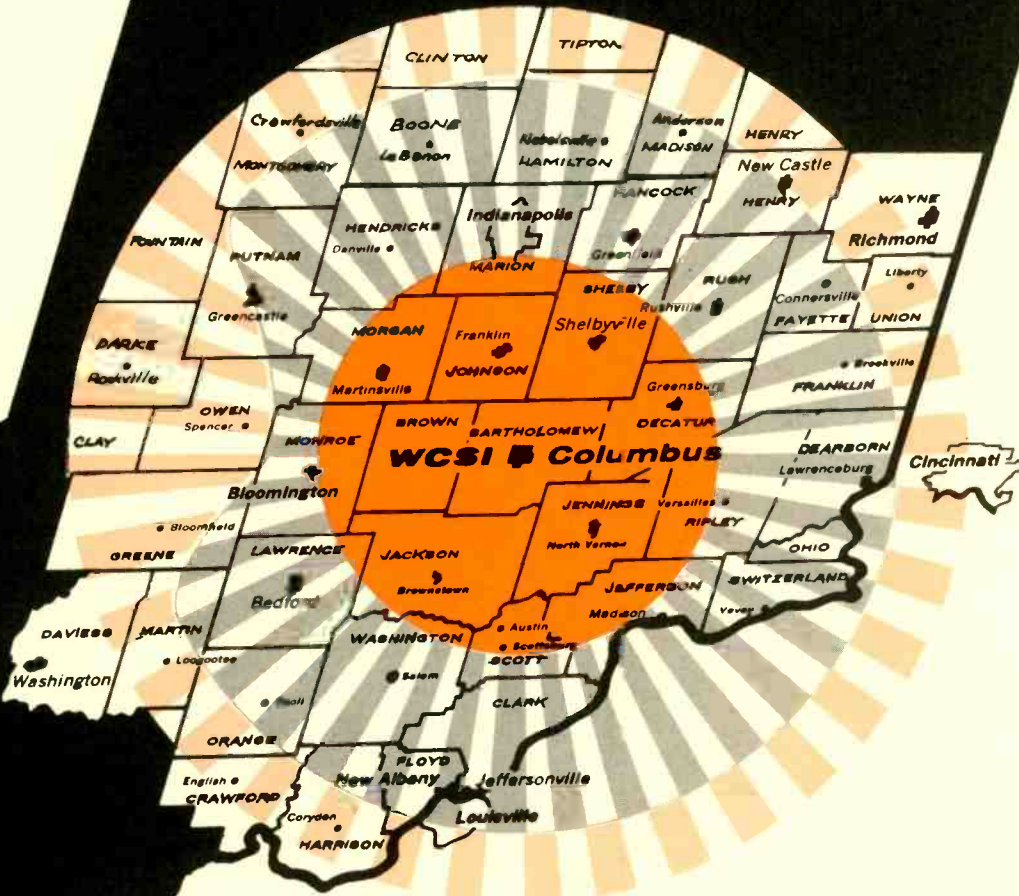
501 Washington St., Columbus, Indiana 47201 • (812) 372-4448

J.F. Kauper, General Manager
 W.R. Williamson, Sales Manager
 Member of NAB and RAB
 500 watt clear channel 1010 KC
 20,000 watt FM Stereo 101.5 MC

WCSI AM|FM coverage map information

All pertinent market data about WCSI AM|FM coverage area can be obtained from standard rate and data service.

Columbus, The Athens of the Prairie, is the largest city in southeastern Indiana. To this progressive city, WCSI brings the contemporary up-beat music of today, programmed to the 18-and-over age group . . . those adults with spendable income. WCSI incorporates a meaningful editorial policy, with a strong accent on local news coverage and total involvement in local community activities. All local high school sporting events are given top-flight coverage, plus broadcasts of Indiana University and Purdue football and outstanding coverage of the Indianapolis '500' race. WCSI news, with a full-time news director, is one of the most respected news departments in the state. WCSI news consistently leads the state in news contributions to the UPI wire service. WCSI's news department, using UPI wire services plus UPI audio, keeps WCSI listeners consistently well-informed.



 .5 AM MILLIVOLT  50 MICROVOLT FM  .1 MILLIVOLT AM

10071 1500 NEW CASTLE

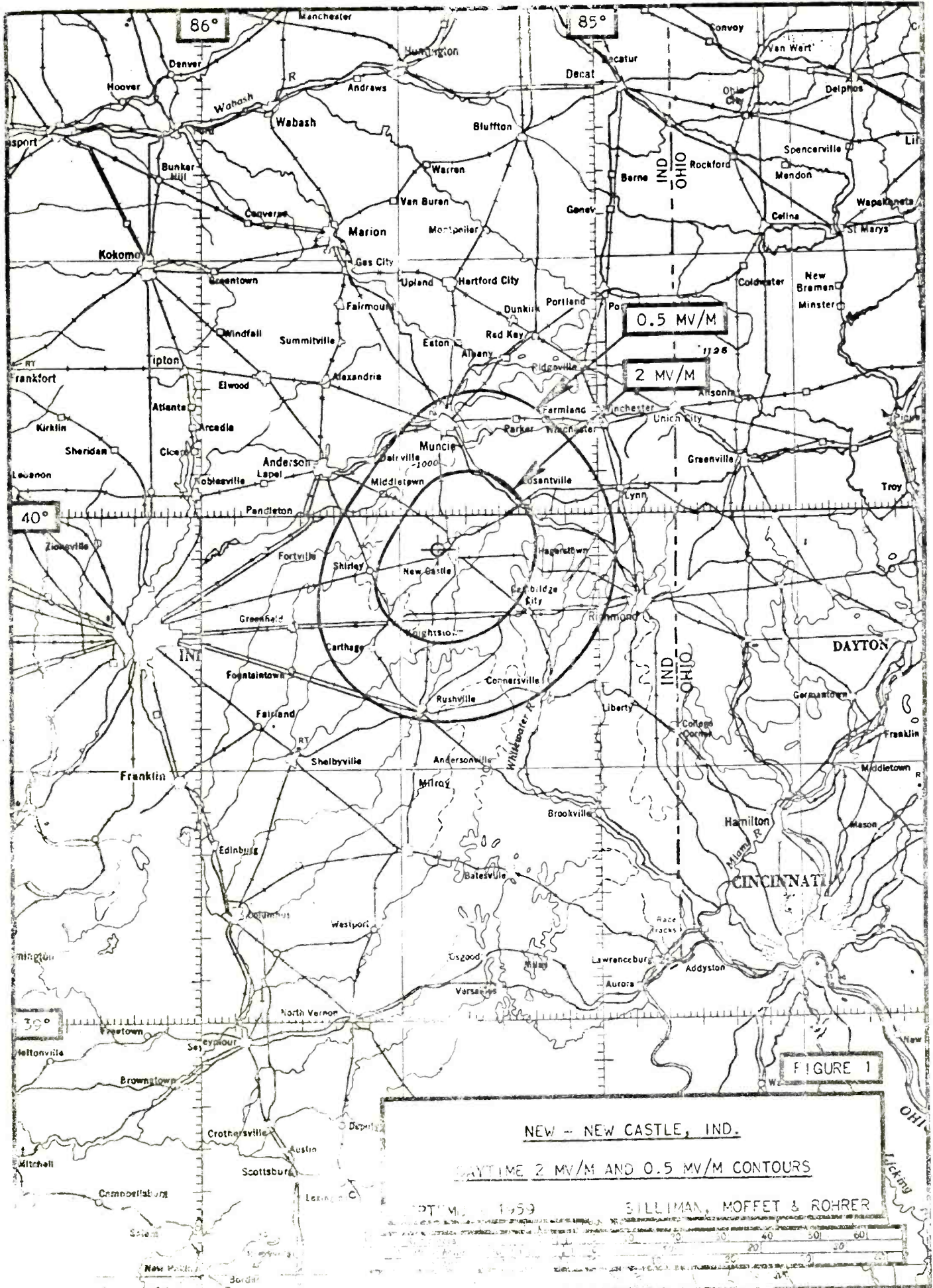


FIGURE 1

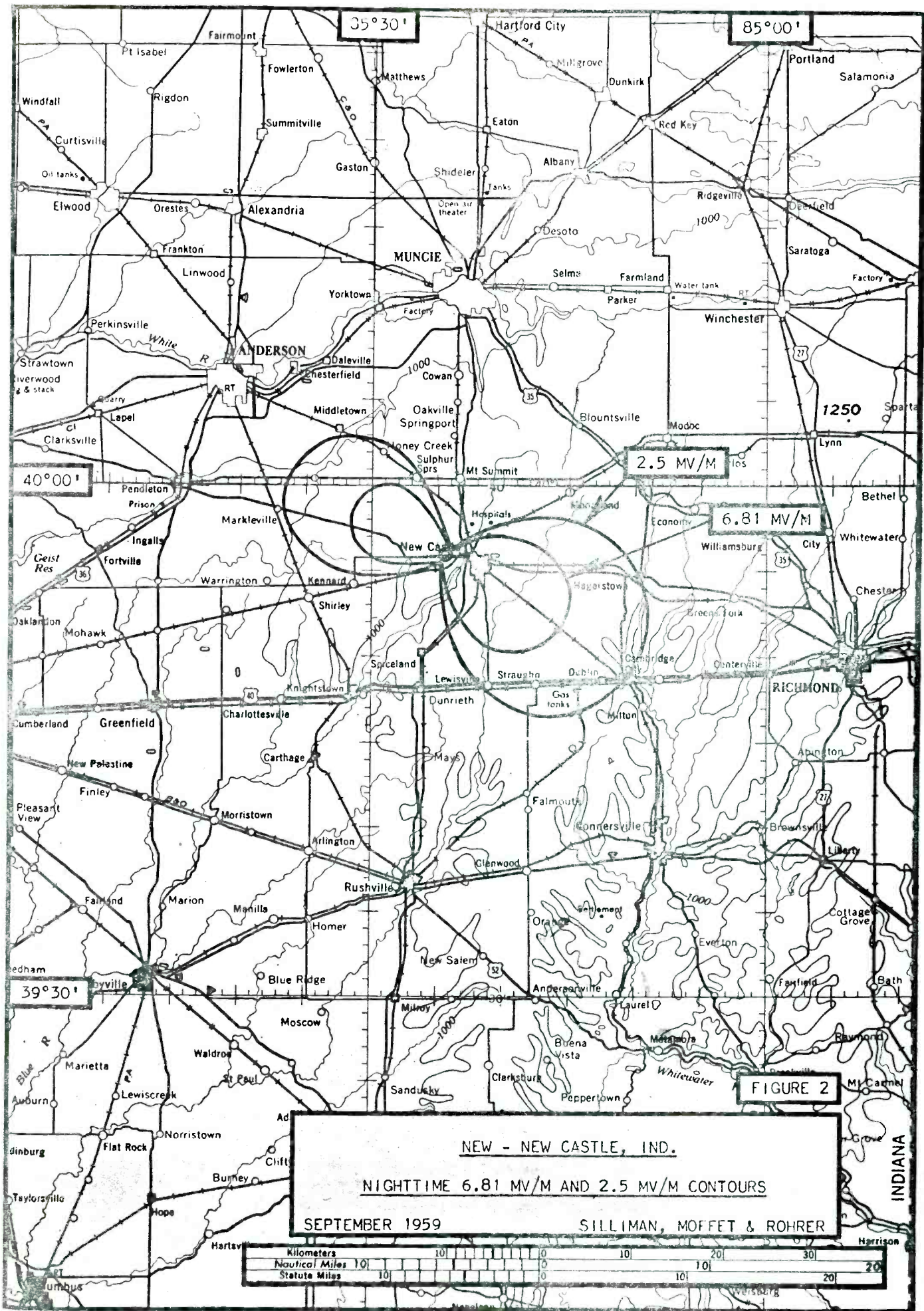
NEW - NEW CASTLE, IND.

DAYTIME 2 MV/M AND 0.5 MV/M CONTOURS

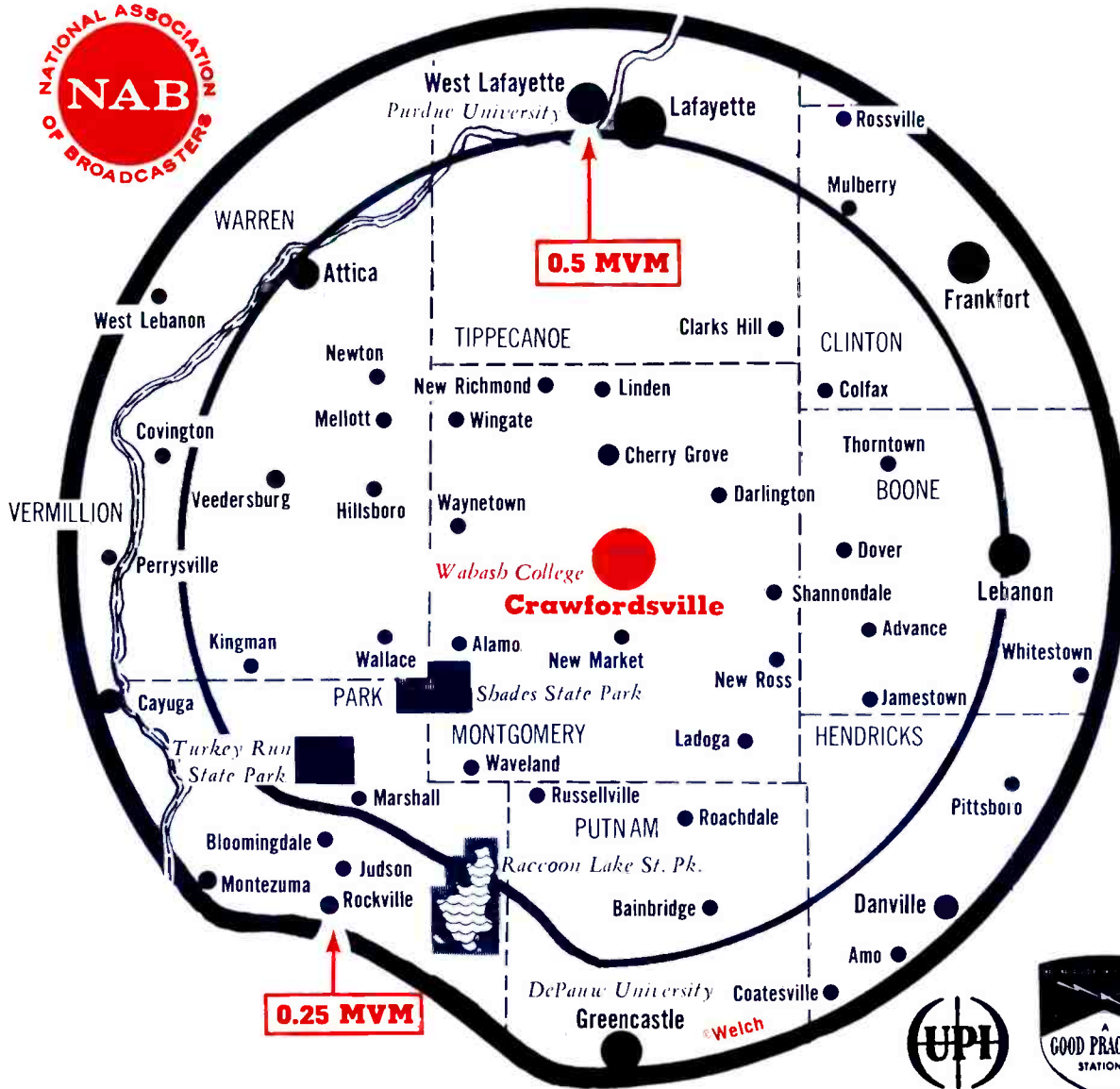
OCTOBER 1959

SILLIMAN, MOFFET & ROHRER





Nearly Everybody Listens to WCVL



WCVL

Crawfordsville, Indiana

- ... the only AM station principally serving this important industrial, farming and cultural area.
- **Montgomery County** ranks 2nd in hog production, 3rd in cattle and 3rd in overall agricultural production. Cash Farm Income \$22,926,000.
- **Crawfordsville** is the trading "hub" for thousands living in adjacent counties ... with easy, quick access over a network of important U. S. and state highways, including Interstate 74. Three railroads, modern airport with paved runways ... home of Wabash College.

RADIO CRAWFORDSVILLE, INC.

Independent — Locally-Owned — Owner-Operated
 101 East Main Street Phone (317) 362-8200
 Crawfordsville, Indiana 47933

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	78,800	273,010
Households	24,830	81,540
Radio Homes	22,280	77,130
Automobiles	32,420	107,420
Spensible Income	\$158,824,000	564,222,000
RETAIL SALES:		
Food Stores	\$ 23,003,000	79,036,000
Drug Stores	\$ 3,196,000	12,735,000
General Merchandise	\$ 9,284,000	43,795,000
Apparel Stores	\$ 3,309,000	15,294,000
Home Furnishings	\$ 4,347,000	16,175,000
Auto Dealers	\$ 24,226,000	66,325,000
Service Stations	\$ 10,986,000	35,381,000
Total Retail Sales	\$111,417,000	369,788,000
FARM DATA:		
Farm Population	16,200	42,700
Farm Households	4,050	13,175
Gross Farm Income	\$ 63,149,000	168,270,000

Altho Lafayette is within our 0.25 MVM coverage, data on that city is not included in our totals.
 SOURCE: SRDS Consumer Data exclusively.

MEMBER INDIANA BROADCASTERS ASSOCIATION

WCVL

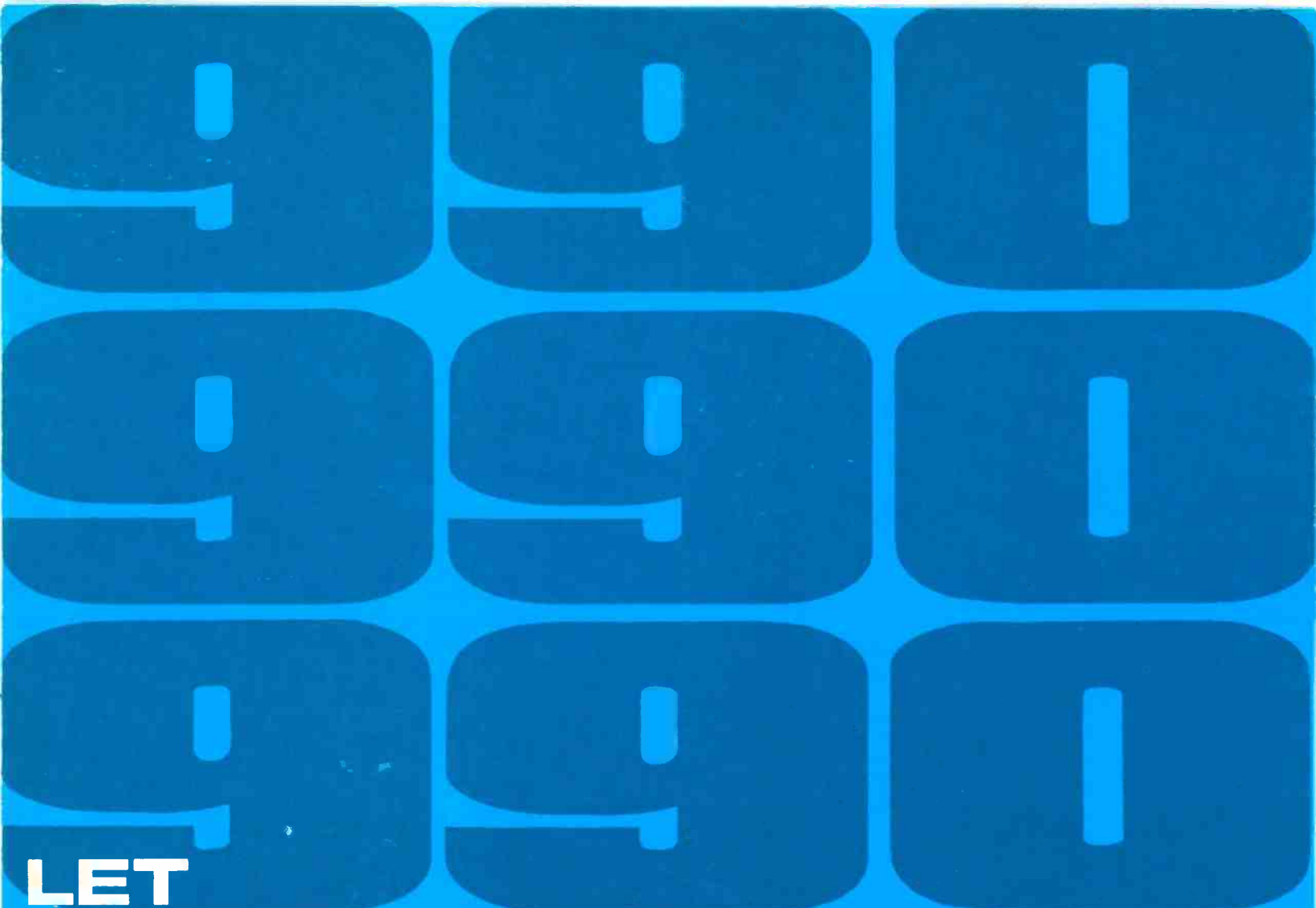
"The Voice of Montgomery County"
CRAWFORDSVILLE, INDIANA

1550 Radio
250 Watts Fulltime

Broadcasting 16 Hours Daily to thousands living in Boone, Clinton, Fountain, Hendricks, Parke, Putnam and Tippecanoe Counties—in addition to Montgomery County!



PREPARED BY MARKET DATA ASSOCIATES.



LET

WERK

WERK FOR YOU!

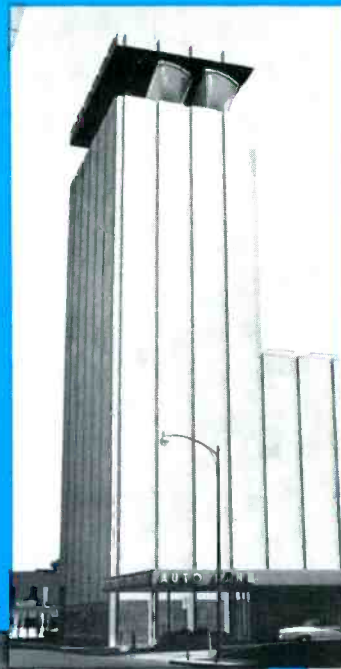
WERK RADIO 990 ■ MUNCIE, INDIANA

MUNCIE'S SKYLINE IS CHANGING...



New Merchants National Bank

New Indiana Bell Building



New Northside High School



New Mall... 47 Stores



New County Building



Ball State's Newest 10-Story Building

THE TYPICAL AMERICAN CITY

Muncie has been selected as the typical American city and two books have been published about our progressive city, "Middletown" and "Middletown In Transition." Yes, Muncie is truly recognized as

A PERFECT TEST MARKET

a fast-growing, rich industrial and agricultural market. Muncie alone has two large General Motors plants, Chevrolet and Delco; Warner Gear, division of Borg Warner, a huge transmissions plant; is the home of Ball Brothers Company, encompassing many diversified fields of industry; Marhoefer Packing Company; a new Westinghouse plant; and several large shopping centers.

OUR UNIVERSITY

Ball State University, third largest in the State, now has over 20,000 students. A plus market for our advertisers.

A PROGRESSIVE CITY

Muncie has an extremely active Chamber of Commerce and Jaycee organization and our city has been a strong contender for several national awards.

WERK...THE ACTION STATION

We have been called the action station where interesting things are happening all day long; credit should be given our live programming, excellent public service shows like "WERK

sounds off," and the "Hot Line," concentration on extensive local news, and offering the very best in merchandising and advertising ideas for our sponsors.

WERK IS PROMOTIONAL-MINDED

We are continually running a station and sponsor promotion with prizes galore. Most of the contests involve merchandise or cash ranging from \$1,000 to \$4,000 for each monthly promotion.

WERKLAND

With a good clear, strong signal to East Central Indiana... our marketing area has been named WERKLAND.

WERK RADIO

990KC 250 WATTS DAYTIME

Owned and operated by Muncie Broadcasting Corporation with entire operation located 3 miles south of Muncie, Indiana on State Rd. No. 3
WERK RADIO P.O. BOX 2465 MUNCIE, INDIANA 47302 • AREA CODE 317 289-3311

BASIC RATES

Talent charges for programs upon request

24 HOURS PER DAY

PRIMARY COVERAGE

WFBM-FM 94.7 MC

52,000 Watts at 850 Ft. Above Average Terrain

Class A

Mon.-Fri. 5-10 PM; Sat. 5 PM-12 Mid.; Sun. 12 Noon-8 PM.

LENGTH	1X	13X	26X	52X	104X	156X	260X	312X	520X
60-min.	60.00	57.00	54.00	51.00	48.00	45.00	42.00	39.00	36.00
30-min.	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00	24.00
15-min.	25.00	23.50	22.00	20.50	19.00	17.50	16.00	14.50	13.00
60-sec.	12.50	11.50	10.50	10.00	9.50	9.00	8.50	8.00	7.50
30-sec.	10.00	9.00	8.00	7.50	7.00	6.50	6.00	5.50	5.00

Class B

Mon.-Sat. 6 AM-5 PM; Mon.-Fri. 10 PM-Mid.; Sun. 7:30 AM-Noon; Sun. 8 PM-Mid.

LENGTH	1X	13X	26X	52X	104X	156X	260X	312X	520X
60-min.	50.00	47.00	44.00	41.00	38.00	35.00	32.00	29.00	26.00
30-min.	35.00	33.00	31.00	29.00	27.00	25.00	23.00	21.00	19.00
15-min.	22.00	20.50	19.00	17.50	16.00	14.50	13.00	11.50	10.00
60-sec.	10.00	9.00	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30-sec.	8.50	7.50	6.50	6.00	5.50	5.00	4.50	4.00	3.50

FIVE-MINUTE NEWS, WEATHER AND SPORTS PROGRAMS

Complete list of News, Weather and Sports programs upon request.

Class A Time

1X	13X	26X	52X	104X	156X	260X	312X	520X
21.00	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00

Class B Time

18.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00
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RUN-OF-SCHEDULE SPOT PLANS

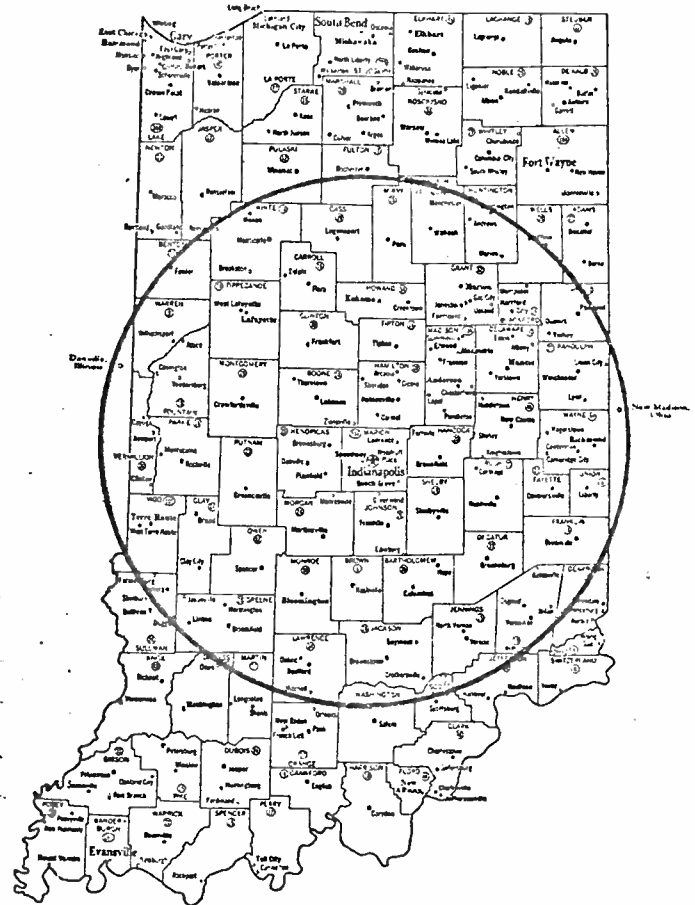
All plans would feature half of the announcements in Class A and half in Class B time. Announcements in this plan may not be combined with regular rate card announcements for frequency purposes.

21-60 sec. Announcements per week	\$157.50
14-60 sec. Announcements per week	112.00
7-60 sec. Announcements per week	59.50
21-30 sec. Announcements per week	\$105.00
14-30 sec. Announcements per week	77.00
7-30 sec. Announcements per week	42.00

All rates are fully commissionable, and include talent as assigned by station. National and Local Rates Same.

COMMERCIAL CONTENT IN PROGRAMS

1-Hour-Program . . . 3-60 sec. & 4-30 sec. spots plus open/close
½-Hour-Program . . . 2-60 sec. & 1-20 sec. spots plus open/close
¼-Hour-Program . . . 3-30 sec. spots plus open/close
5-Min.-Program . . . 1-60 sec. spot plus open/close

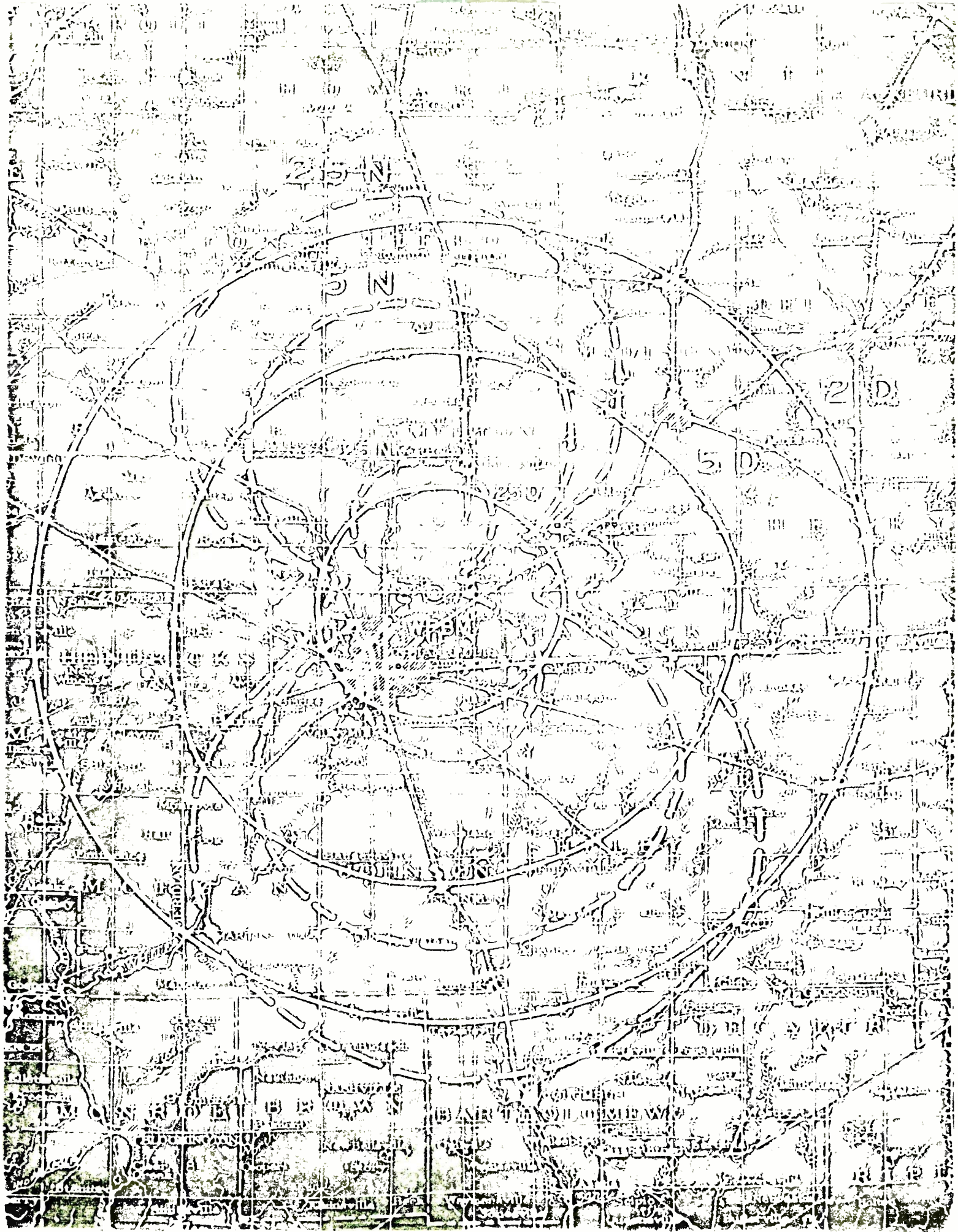


WFBM

FM

94.7 MC • 52,000 WATTS

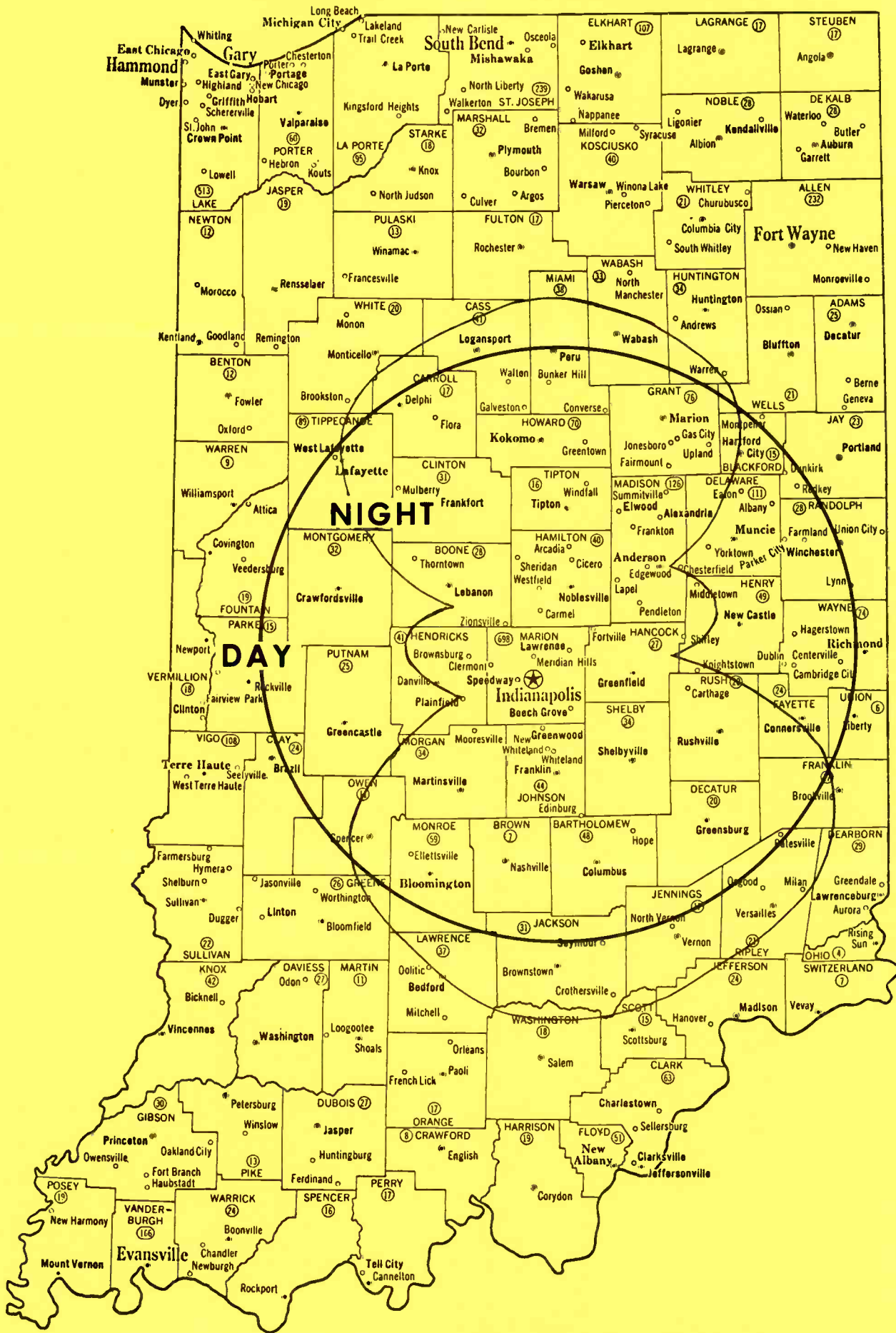
Owned and Operated by:
TIME-LIFE BROADCAST, INC.

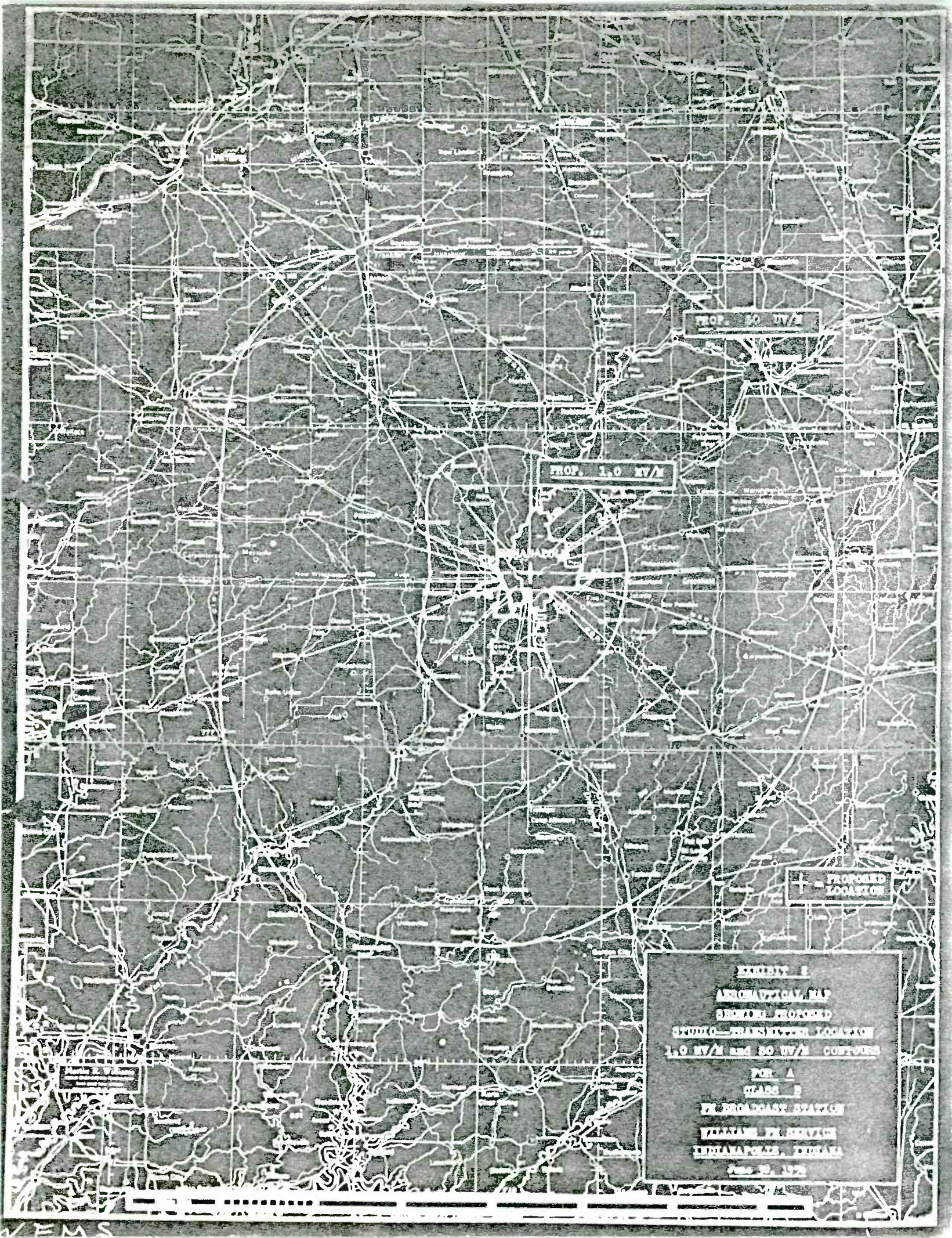


WFBM - 1260 Indianapolis, Indiana 5000 watts day and night.

.5 MV CALCULATED COVERAGE

WFBM 1260 KC INDIANAPOLIS 5000 WATTS





PROP. 50 UV/M

PROP. 1.0 UV/M

PROPOSED STATION

EXHIBIT 2
 AIRCRAFT/NAV
 SHOWN PROPOSED
 STATION LOCATIONS
 1.0 UV/M and 50 UV/M CONTOURS
 FOR A
 CLASS B
 FM BROADCAST STATION
 LOCATED IN SERVICE
 BIRMINGHAM, ALABAMA
 June 30, 1978

VFMS

W F W R

OUR ADDRESS -- 424 REED ROAD, FORT WAYNE, INDIANA

PHONE - 749-0404

WCMR SITE

1 MV/M

25 MV/M

SITE

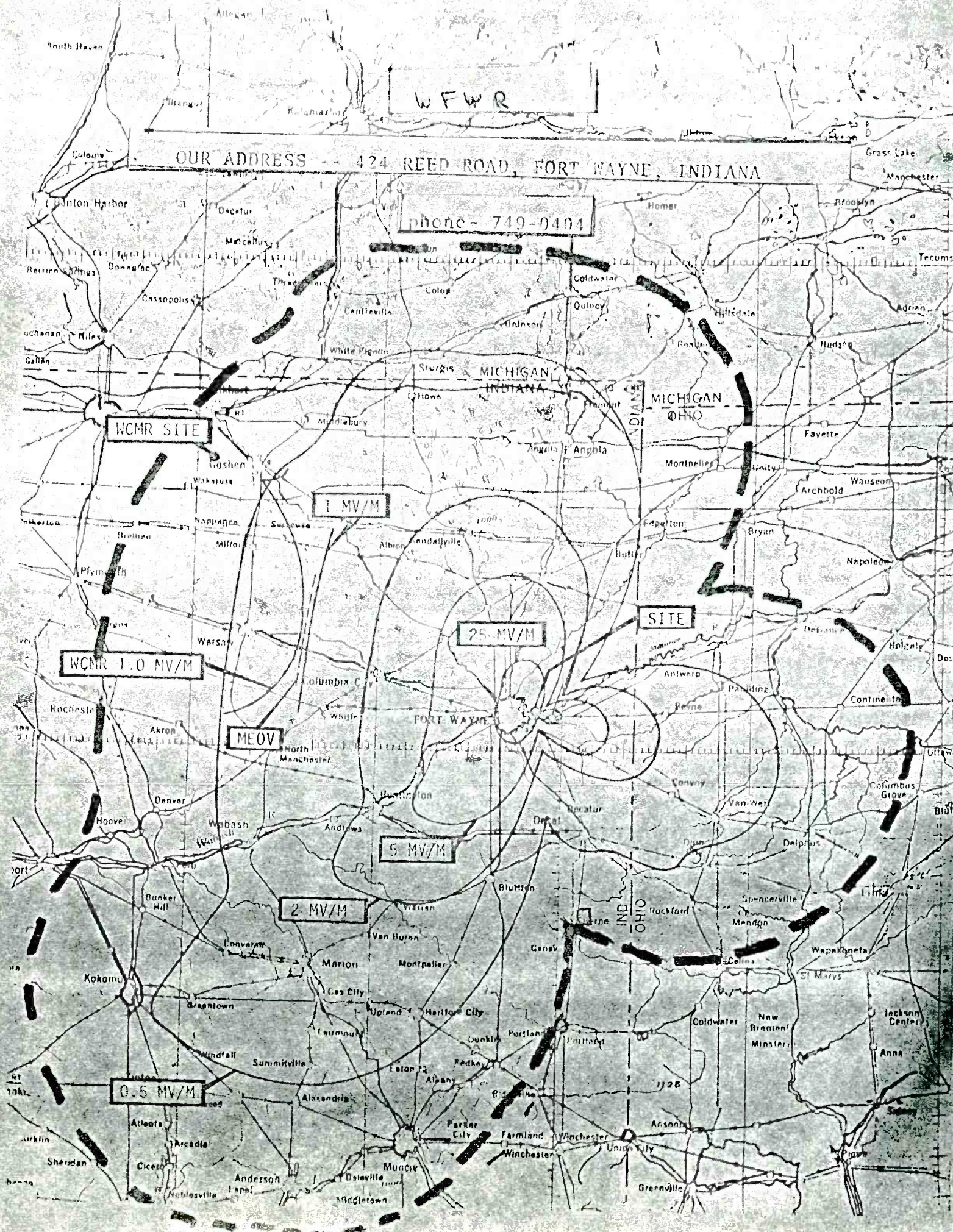
WCMR 1.0 MV/M

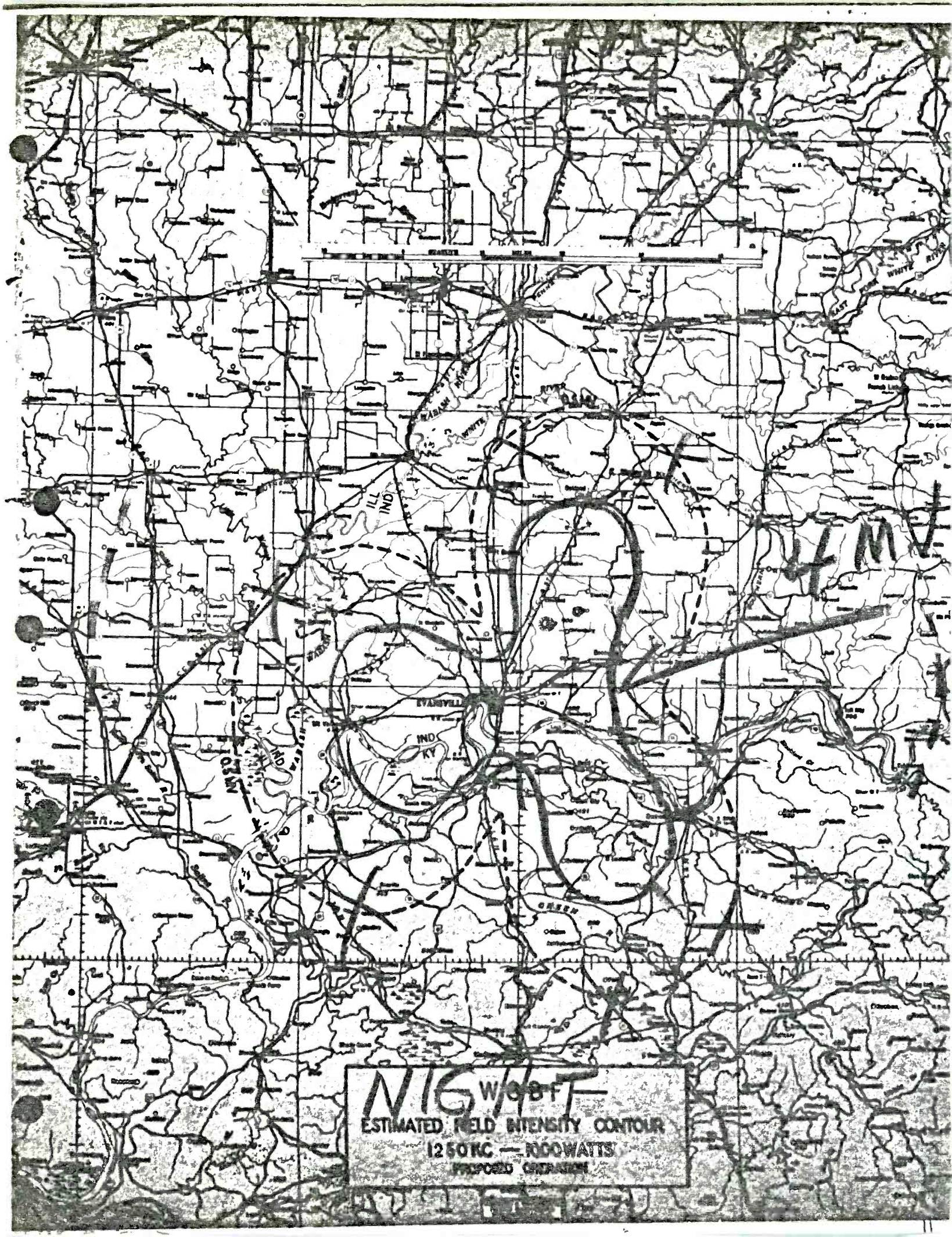
MEOV

5 MV/M

2 MV/M

0.5 MV/M



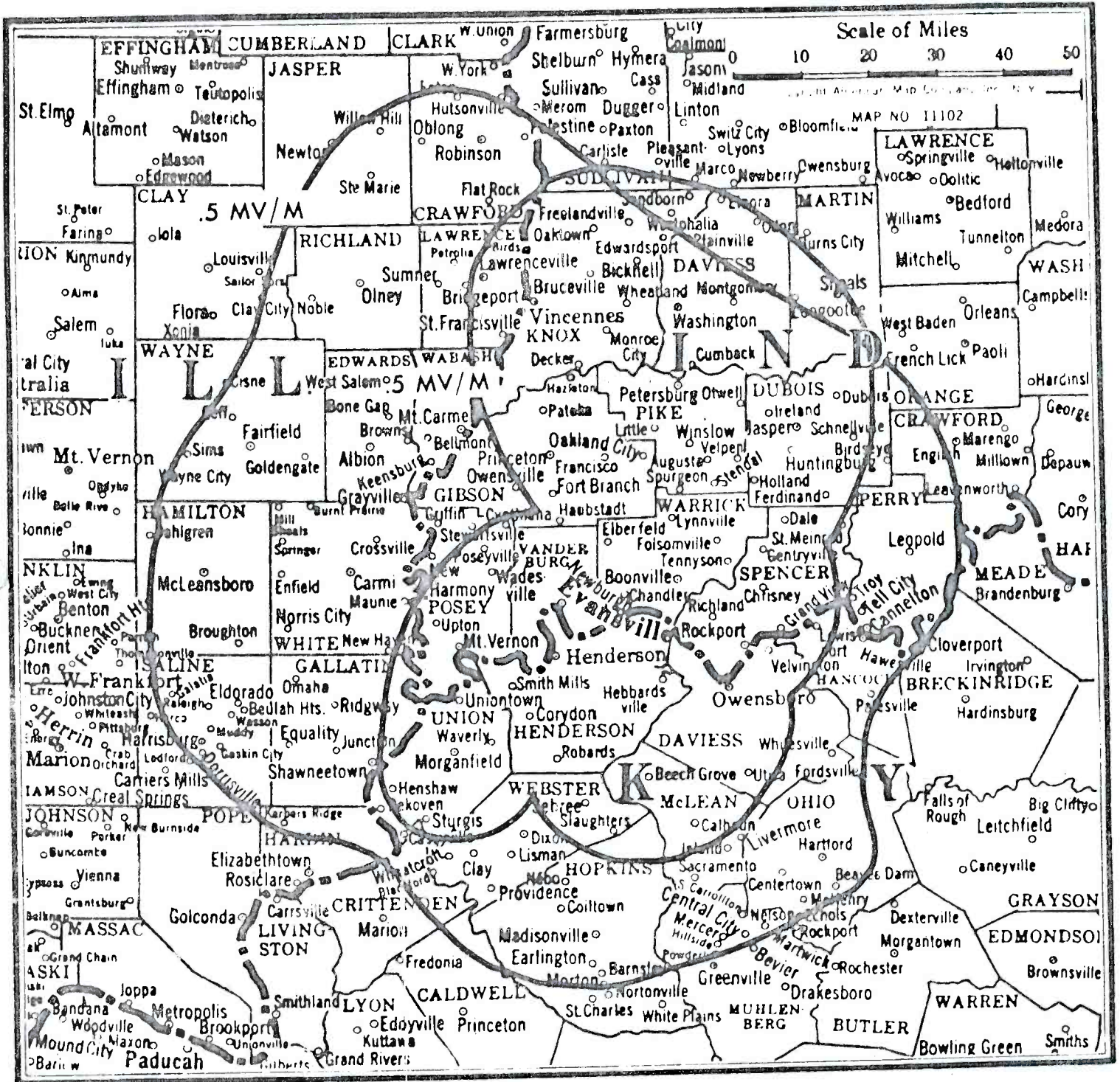


NIG W/8 FT
ESTIMATED FIELD INTENSITY CONTOUR
1250 KC — 1000 WATTS
PROPOSED GENERATOR

WGBF

NBC Basic Supplementary Affiliate

5,000 Watts Daytime
1,000 Watts Nighttime
1280 KC
Evansville, Indiana

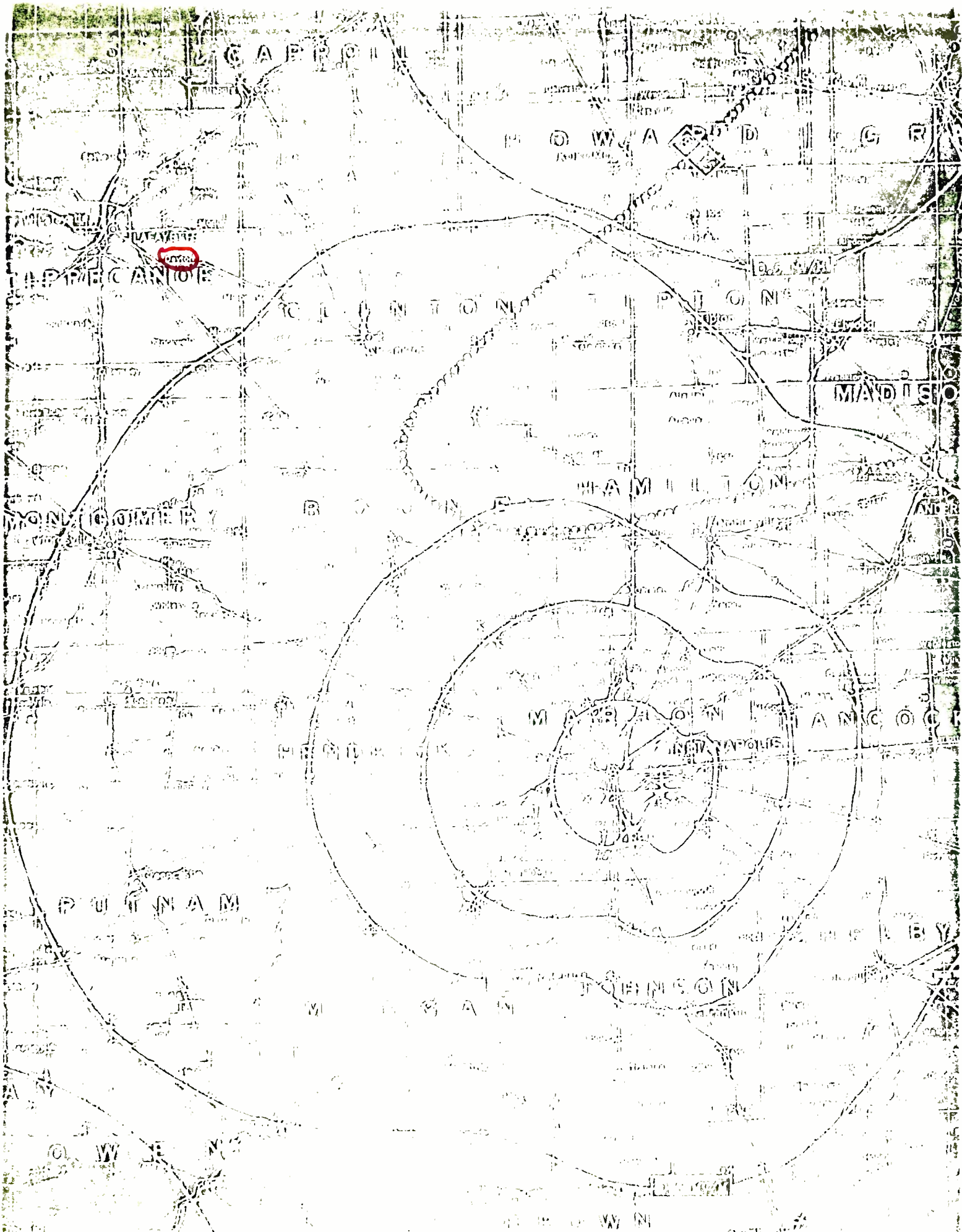


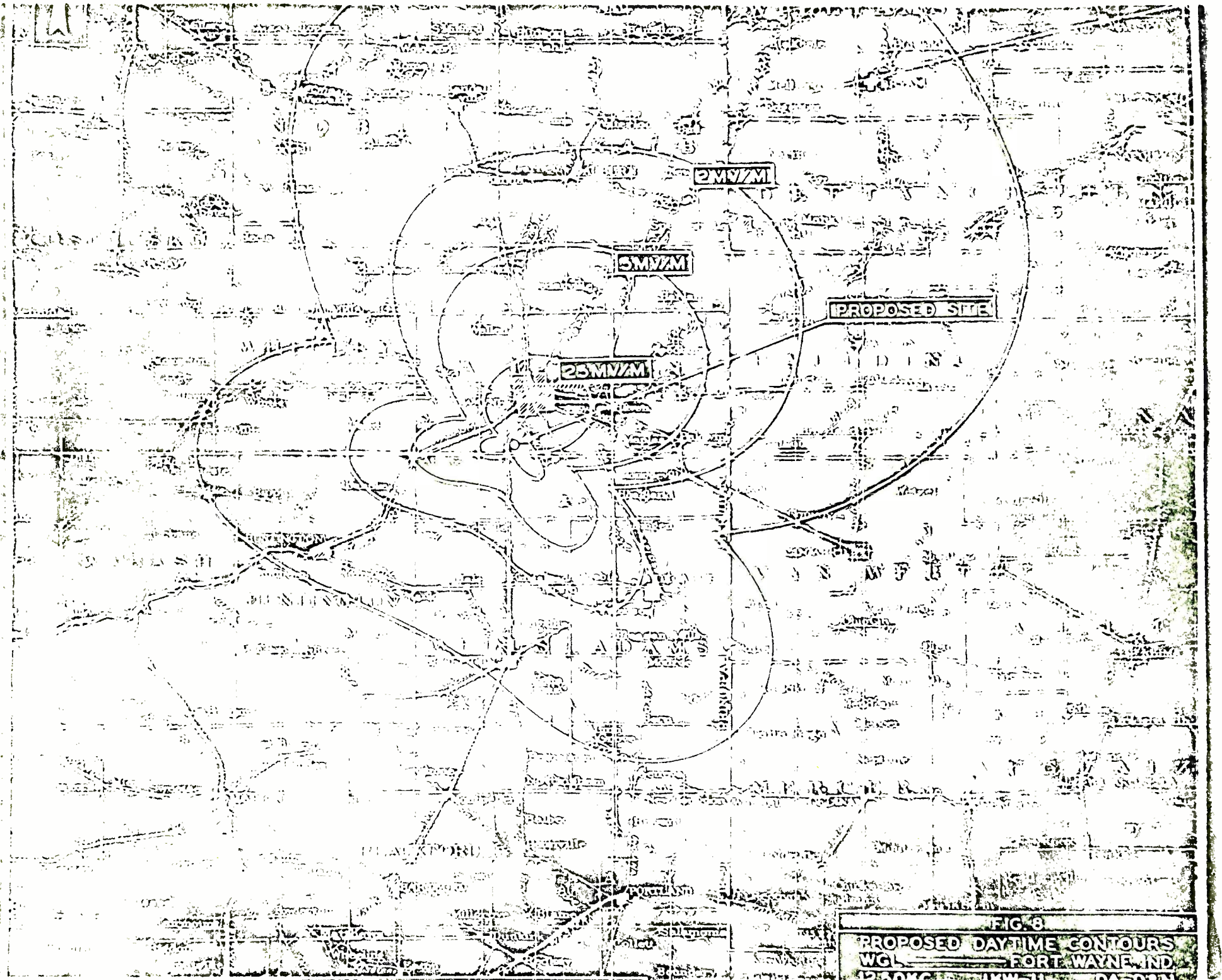
WGBF

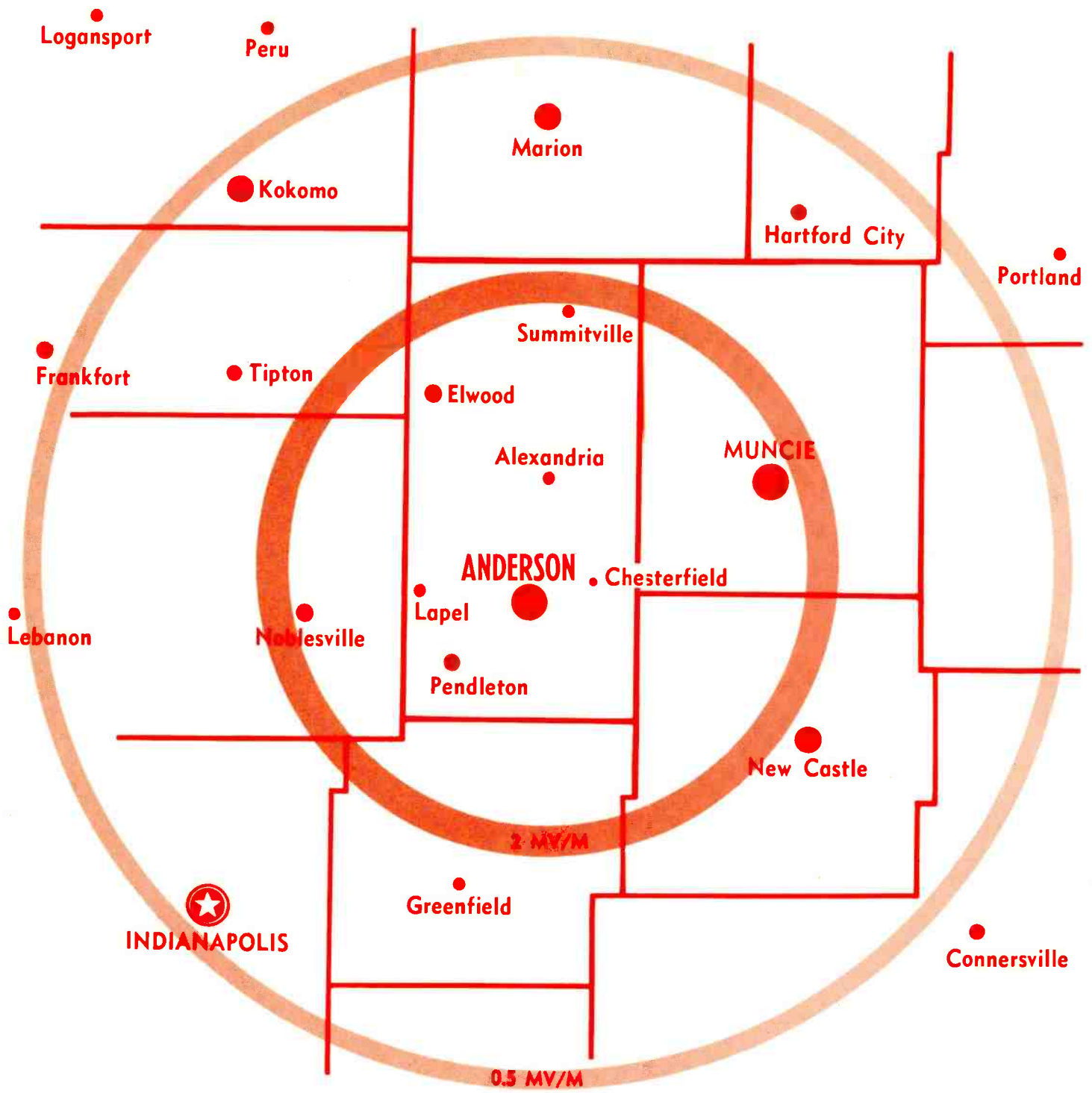
Daytime - 5 MV/M outer contour

Nighttime - .5MV/M inner contour

Daytime .5 MV/M contour based upon field strength measurements.
Nighttime .5 MV/M contour is computed on the basis of field strength measurement of the 5 MV/M nighttime contour.







Serving Central Indiana

W H U T

WHBU

INDIANA'S LATEST METROPOLITAN MARKET

Anderson, Indiana

680,000 Plus Prosperous Hoosiers Who Spend \$700,000,000 Annually are within the Half-Millivolt Coverage of WHBU-CBS.

Serving the Anderson Trading Area Since 1923!

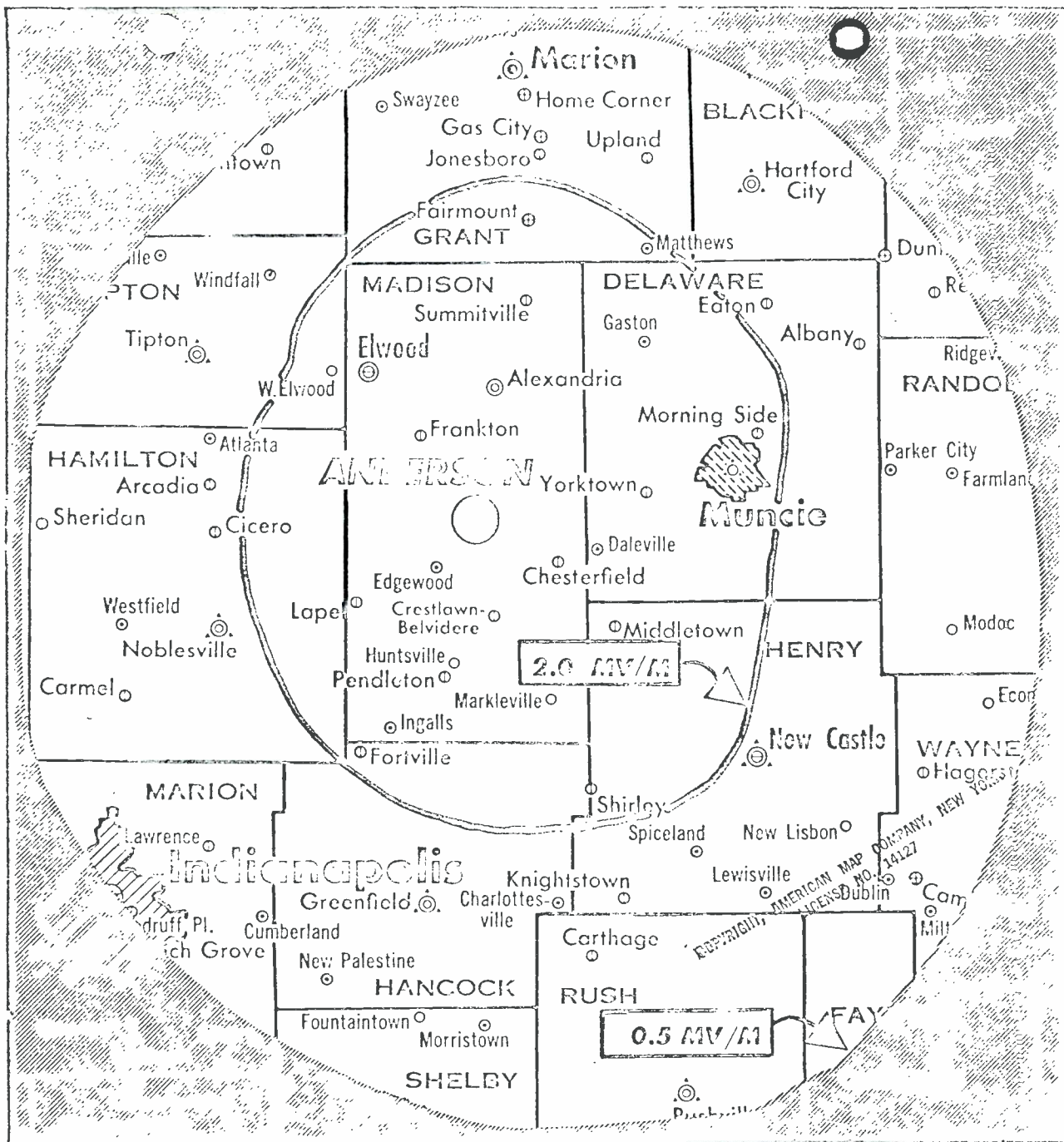
OPERATED BY ANDERSON BROADCASTING CORPORATION

John R. Atkinson, General Manager

640 Citizens Bank Building Phone 7791

Anderson, Indiana

National Representative: Walker-Rawalt, Inc.



WHBU

ANDERSON, INDIANA
REPRESENTED BY

MARKET DATA:

	Within 2.0 MV/M Coverage	Within 0.5 MV/M Coverage
Total Population.....	321,115	683,490
Total Households.....	89,270	195,390
Total Radio Homes.....	87,180	193,900
Total Passenger Cars.....	93,250	197,690
Spendable Income.....	\$508,672,000	834,231,000

RETAIL DATA:

Food Sales.....	\$ 76,916,000	115,960,000
Drug Sales.....	\$ 11,076,000	17,589,000
Eat-Drink Places.....	\$ 25,130,000	42,150,000
Genl. Merchandise Sales.....	\$ 33,286,000	41,376,000
Apparel Sales.....	\$ 18,259,000	24,338,000
Home Furnishings Sales.....	\$ 19,689,000	26,917,000
Automotive Sales.....	\$ 82,006,000	118,582,000
Filling Station Sales.....	\$ 24,677,000	40,390,000
Building Materials.....	\$ 23,160,000	39,567,000
TOTAL RETAIL SALES.....	\$443,240,000	679,852,000
TOTAL WHOLESALE SALES.....	\$276,350,000	458,205,000
TOTAL SERVICE RECEIPTS.....	\$ 90,004,000	158,208,000

FARM DATA:

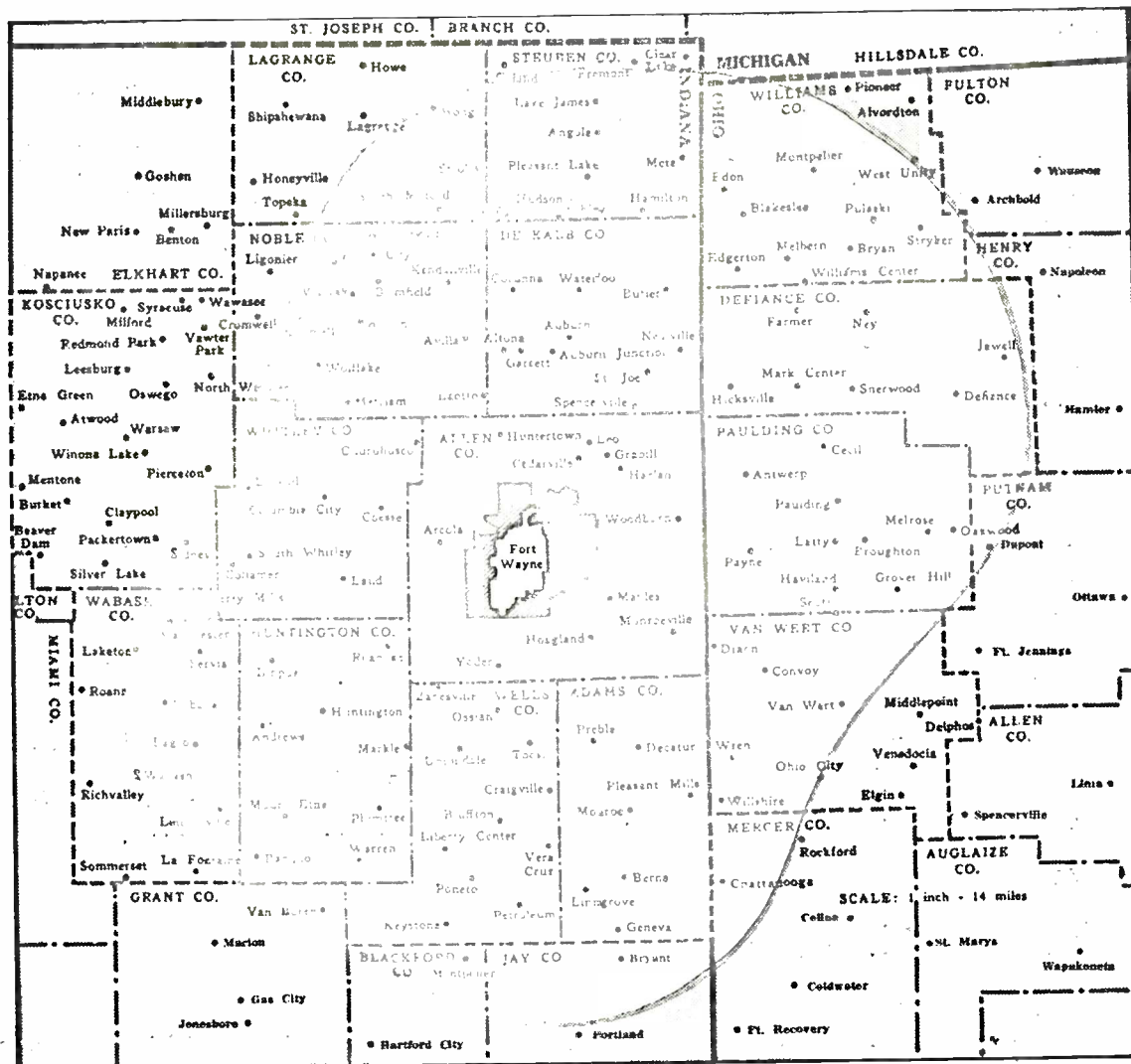
Total Farm Population.....	24,700	72,300
Farm Households.....	6,995	21,600
Farm AM Radio Homes.....	6,900	21,050
Farm Passenger Cars.....	6,500	21,790
Total Farm Income.....	\$ 87,364,000	201,651,000

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

This is WGL Land in the Midwest

The Rich Fort Wayne, Indiana, Trading Area (Northeast Indiana and Northwest Ohio)

EFFECTIVELY COVERED BY RADIO STATION WGL, FORT WAYNE



■ .5 MV/M Daytime Pattern

--- Recognized Trading Zone

▨ Secondary Coverage Area

WGL's concentrated coverage reaches over 90% of the homes in the recognized Fort Wayne Trading Area. No "waste coverage" makes it adequate, effective and low cost coverage—just right for the requirements of most advertisers. On the reverse side, Fort Wayne Retail Trading Area market data is listed for your convenience.

WGL... Fort Wayne's FIRST Station
Broadcasting since January 1924

Represented Nationally by

SAVALLI/GATES
INCORPORATED

Featuring "TAILOR-MADE"

PROGRAMMING

to suit the varied tastes of our listeners

★ Music ★ News ★ Sports ★ Variety

presented by established "selling" personalities

1250 KC

1000 Watts

FULL
TIME

ABC
Network



FORT WAYNE, INDIANA ... RETAIL TRADING AREA MARKET DATA
(From Standard Rate & Data 5-1-68)

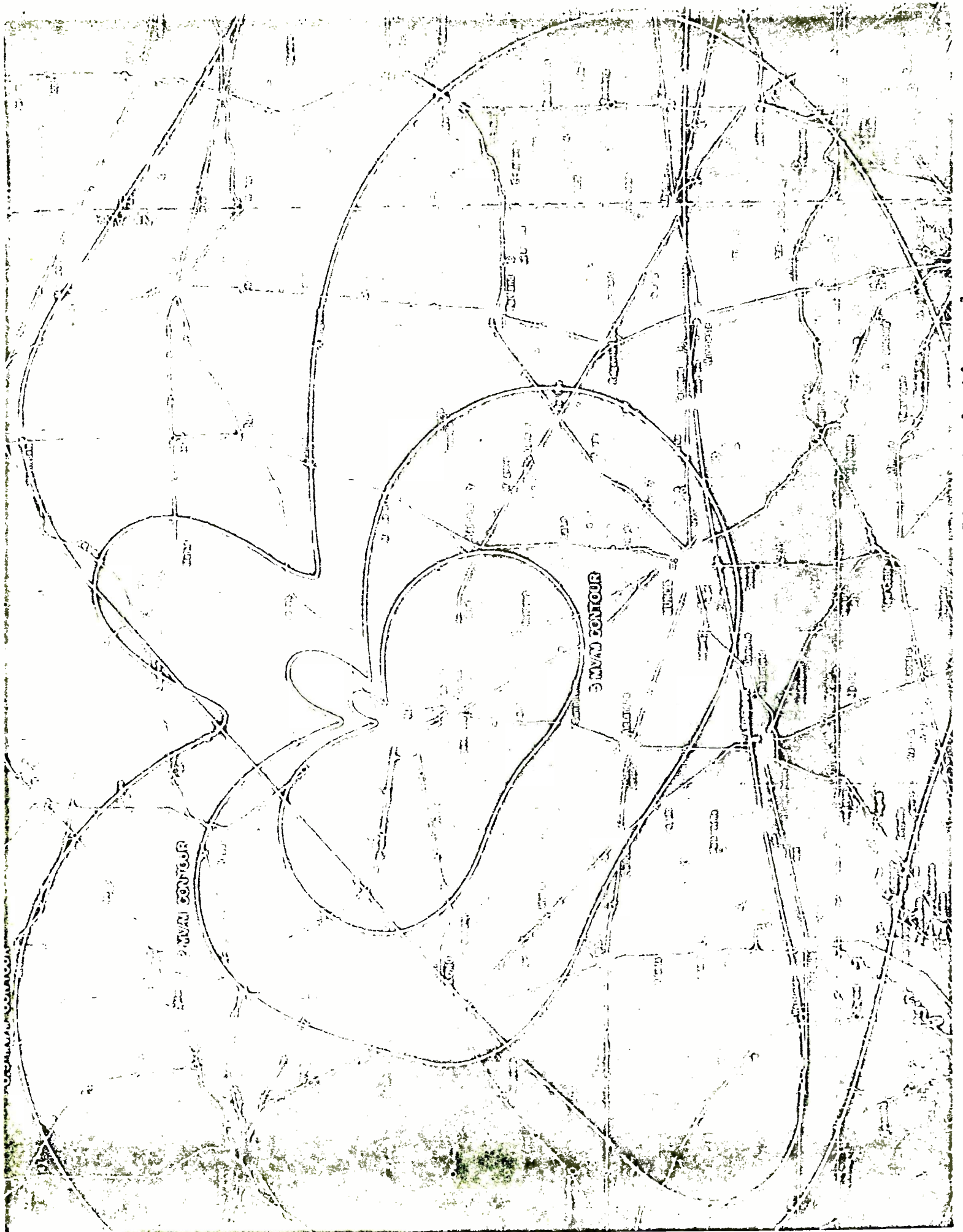
All figures unless otherwise indicated are for the year 1966.

Counties	Popula- tion 1-1-67	House- holds 1-1-67	Consumer Spendable Income (add 000)	CSI Per House- hold	Retail Sales (add 000)	Retail	Food
						Sales per House- hold	Store Sales (add 000)
<u>Indiana</u>							
Allen	263,400	78,410	702,857	8,964	489,462	6,242	102,414
Adams	24,600	7,030	59,943	8,527	49,699	7,070	9,229
DeKalb	28,300	8,510	82,509	9,696	41,669	4,896	8,940
Huntington	34,600	10,670	87,362	8,188	56,811	5,324	12,087
Kosciusko	43,300	13,410	105,656	7,879	86,298	6,435	18,079
LaGrange	17,700	4,810	39,420	8,195	24,499	5,093	4,806
Noble	28,800	8,630	73,632	8,532	50,583	5,861	11,057
Steuben	15,900	4,920	48,137	9,784	46,674	9,487	10,470
Wabash	34,000	10,330	83,864	8,118	60,785	5,884	13,752
Wells	21,000	6,480	58,616	9,046	34,312	5,295	7,834
Whitley	20,900	6,280	55,396	8,821	34,161	5,440	7,991
<u>Totals</u>	532,500	159,480	1,397,392		974,953		206,659
<u>Ohio</u>							
Defiance	33,600	9,500	81,807	8,611	65,985	6,946	14,833
Paulding	17,400	5,060	33,248	6,572	24,423	4,827	6,684
Van Wert	28,800	8,810	70,796	8,036	41,371	4,696	9,586
Williams	30,900	9,470	75,383	7,960	61,004	6,442	10,202
<u>Totals</u>	110,700	32,840	261,234		192,783		41,305

Counties	Drug Store Sales (add 000)	General Merchandising Store Sales to all figures	Apparel Store Sales listed below	Home Furnishing Sales	Auto- motive Store Sales	Service Station Sales	Passenger Cars 1-1-67
	<u>Indiana</u>						
Allen	17,534	82,518	32,676	23,082	98,754	36,860	109,980
Adams	828	1,630	1,798	2,305	11,561	3,354	10,850
DeKalb	815	1,522	2,681	1,867	11,415	3,980	13,630
Huntington	2,091	4,313	2,594	2,489	12,182	5,160	15,140
Kosciusko	2,833	4,686	3,359	4,100	15,327	8,209	20,610
LaGrange	391	1,406	336	665	5,127	2,719	6,780
Noble	957	3,533	2,144	1,705	11,045	6,592	13,480
Steuben	1,055	2,221	1,072	878	7,449	8,173	8,510
Wabash	1,676	3,836	3,135	2,291	10,105	5,539	14,970
Wells	439	2,169	1,388	1,998	6,931	2,712	10,350
Whitley	941	1,735	1,537	1,004	7,407	4,131	10,070
<u>Totals</u>	29,560	109,569	52,720	42,384	197,303	87,429	234,370
<u>Ohio</u>							
Defiance	1,392	2,758	3,654	2,747	15,258	6,332	16,670
Paulding	561	495	394	1,295	5,465	2,567	8,910
Van Wert	805	3,021	1,134	1,212	9,484	4,317	14,570
Williams	1,120	3,535	1,686	2,819	13,293	6,228	16,270
<u>Totals</u>	3,878	9,809	6,858	8,073	43,500	19,444	56,420

WGL is the ONLY Radio station in this market offering a COMPLETE Merchandising and Promotional program (: NEWSPAPER ADVERTISING in both Fort Wayne newspapers. (: DYNAMIC AIR MERCHANDISING SPOTS. (: STATION LOBBY DISPLAY. (: MERCHANDISING LETTERS, MONTHLY BULLETIN, JUMBO CARDS, POST CARDS and RADIOGRAMS to entire area. (: CONTESTS ON PARTICIPATING PROGRAMS. (: TELEPHONE SURVEYS - reports on product movement. (: POINT-OF-PURCHASE MERCHANDISING within reason.

WMRI - 860 KHz. Marion, Indiana 250 watts daytime only.

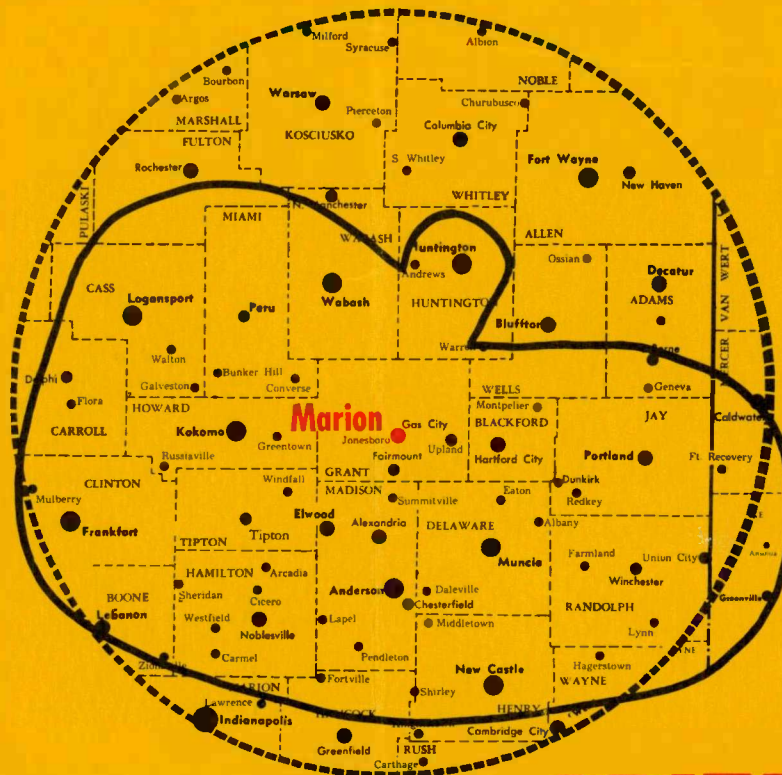


WMRI - 860 KHz. Marion, Indiana 250 watts daytime only.

WMRI COVERAGE

SOLD LINE—.5 mv/m—AM

DOTTED LINE .50 uv/m—FM



AM COVERAGE CONTOUR BY:

FRED O. GRIMWOOD & CO.
ST. LOUIS, MISSOURI

FM COVERAGE CONTOUR BY:

RALPH J. BITZER
ST. LOUIS, MISSOURI

MUSIC LICENSE: BMI—ASCAP—SESAC

This rate card is published for convenient reference and is not to be considered as an offer of facilities. All data herein is subject to change without notice.

*"The station going places
and doing things"*

WMRI

AM—860 ON THE DIAL

250 WATTS—DAYTIME

FM—106.9 (STEREO)

31,000 Watts Effective Radiated Power

STUDIO & OFFICES: 820 S. PENNSYLVANIA ST.

MARION, INDIANA 46952

(317) 664-7396

WMRI, INC.

FRANK BOVE — PRESIDENT

IRA C. SMITH — GENERAL MANAGER

ROBERT L. DUESING — SALES MANAGER

WMRI SUBSCRIBES TO THE
"NAB RADIO CODE OF GOOD PRACTICES"

WMRI

MARION — INDIANA

AM

STEREO FM

abc **RADIO**

American Entertainment Network

*Rate
Card*

9

WVIRI

RATE CARD 9

AM and FM

ANNOUNCEMENTS

1 MINUTE	1	52	156	260	312	520	780	1000
AM	5.90	5.55	5.30	5.05	4.80	4.60	4.35	4.10
STEREO FM	4.20	3.90	3.70	3.45	3.10	2.90	2.65	2.40
1/2 MINUTE	1	52	156	260	312	520	780	1000
AM	4.70	4.45	4.20	4.00	3.75	3.50	3.25	3.00
STEREO FM	3.35	3.10	2.95	2.75	2.50	2.30	2.10	1.90

10 SECONDS . . . one half of comparable minute rate

PACKAGES



AM	1 MIN.	1/2 MIN.
100	3.60	2.90
50	3.85	3.10
35	4.10	3.30
20	4.35	3.50
10	4.60	3.65

STEREO FM	1 MIN.	1/2 MIN.
100	2.40	1.90
50	2.65	2.10
35	2.90	2.30
20	3.15	2.50
10	3.40	2.75

(To be used within a two week period)

PROGRAMS - AM

	1	52	104	156	260	312
60 Minutes	59.00	56.00	53.00	50.00	47.00	44.00
30 Minutes	36.00	34.00	32.00	30.00	28.00	26.00
15 Minutes	20.50	19.00	17.50	16.00	14.50	13.00
10 Minutes	15.30	14.20	13.10	12.00	10.90	9.80
5 Minutes	10.80	10.10	9.40	8.70	8.00	7.30
Stereo FM Programs are 2/3 cost of AM Programs						

Also available: Remote Broadcasts . . . Local News Headlines . . .

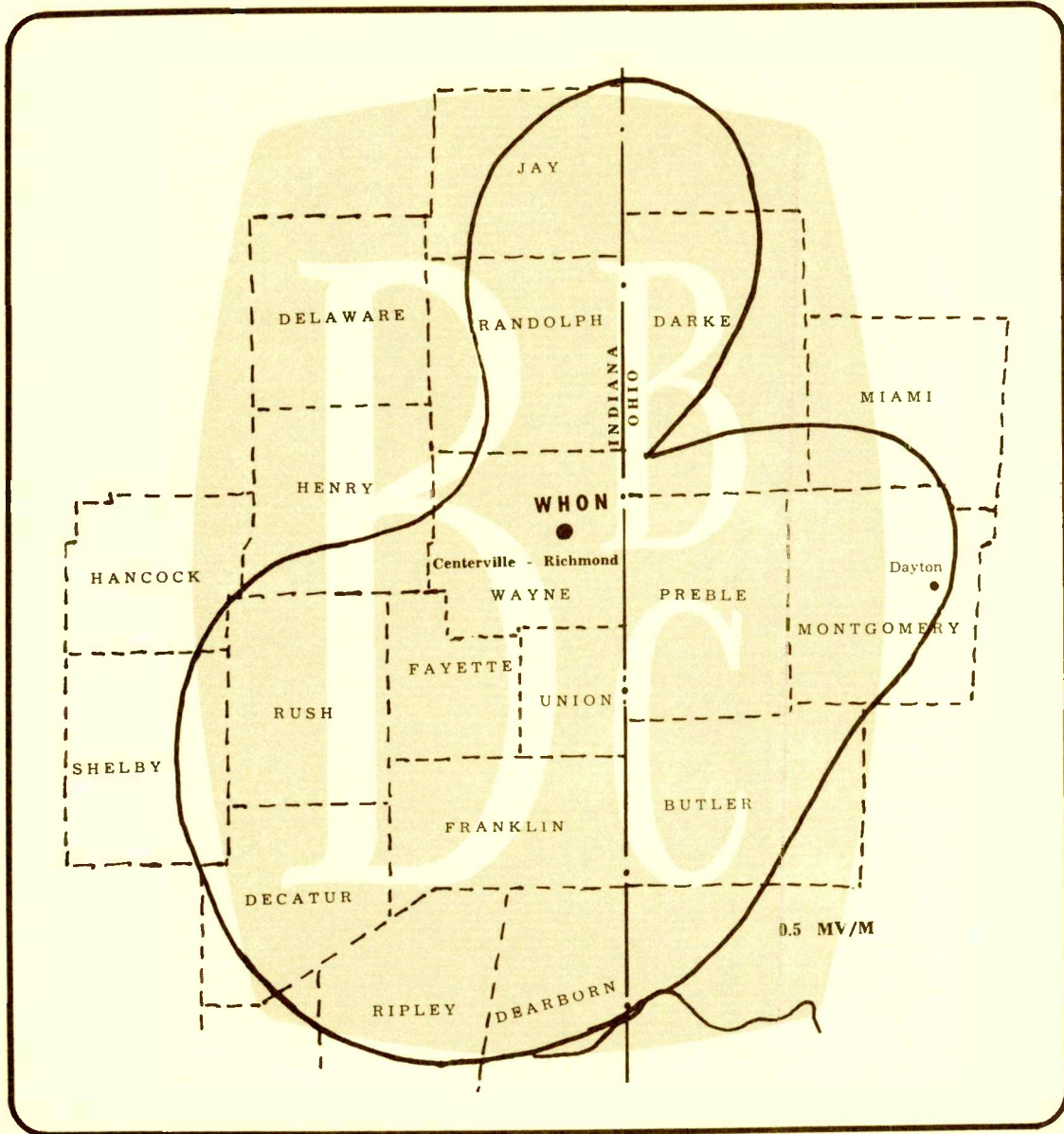
Political Broadcasts (regular rates apply; cash in advance)

The rate for announcements and programs is determined by the total number used within a 12-month period from the starting date of the schedule.

Additional charge for simulcast broadcast (AM & Stereo FM) is only 20% of AM rate.

Newscasts of approximately 5 minutes accommodate opening billboard, 60-second commercial and billboard close.

PROFILE COVERAGE



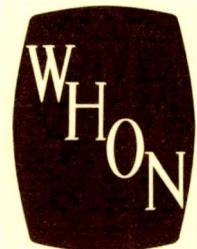
MARKET STATISTICS

POPULATION 753,000 FAMILIES 218,980

Consumer Spendable Income per household \$7,305 (avg.)

Total Retail Sales \$1,563,266,000

food	\$220,763,000	apparel	\$ 47,465,000
drugs	28,016,000	home furnishings	42,706,000
general merchandise	107,432,000	auto	164,033,000
filling station	76,104,000	lumber-hardware	82,281,000



WIBC alone offers complete coverage of the unique Hoosier market, made up of Indianapolis . . . one of the nation's most highly diversified industrial markets . . . and one of America's richest farm areas.

This market is BIG and getting much BIGGER! The Federal Reserve Bank of Chicago named Indianapolis a "Boom Town of the Midwest." A national survey in 1960 found Indianapolis to be one of the "nation's 25 dominant business centers." This is only the beginning. Signs of growth are everywhere. Indiana's new 13-story state office building opened in 1960 . . . the 28-floor City-County Building was first occupied in 1961 . . . countless new office buildings dot the downtown area and the first units of the \$40 million James Whitcomb Riley high-rise apartment project in the downtown area will be completed in 1963.

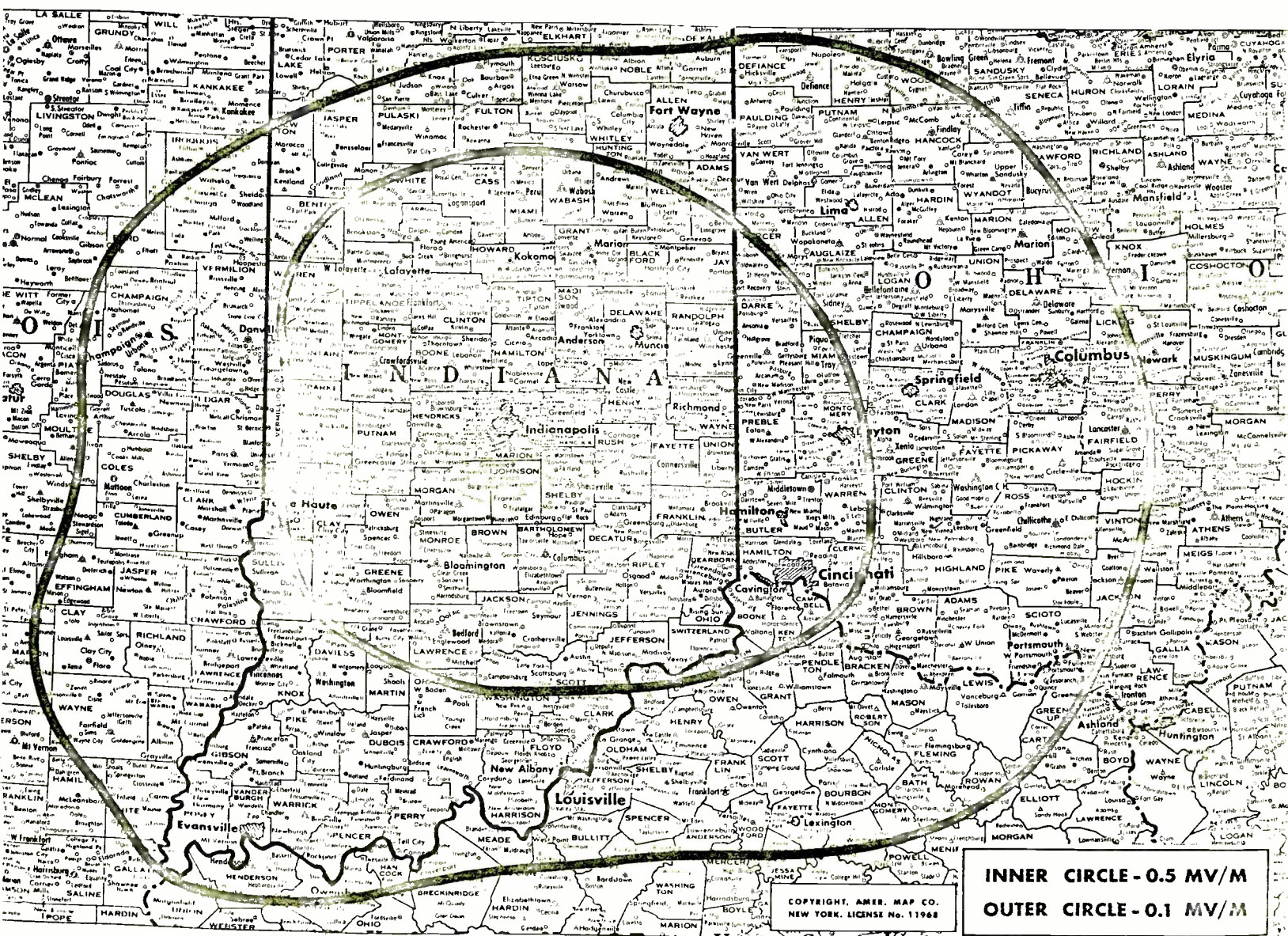
WIBC dominates the market 100% of the broadcast day.

WIBC's 50,000 watt coverage delivers the full 46-county Indianapolis Trading Area, plus regional saturation in 4 states.

The top WIBC air personalities have built a loyal audience following during a combined total of 66 years on the station.

You're in good company at WIBC . . . Of the 50 leading national spot radio buyers during 1961, 40 carried regular schedules on WIBC . . . 12 of them for 5 years or more.

WIBC gets sales results for local advertisers, too. Of 112 local advertisers on the station during May, 1962, 20 of them have carried regular schedules on WIBC for 5 to 20 years. One local automotive firm, for example, has been on for 23 years. So has a clothing store. A local bank has been on for 17 years, a supermarket chain for 14, a theatre chain and department store for 13 years.



REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

ONE MINUTE - OPEN RATE

1 time	5.30	312 times	3.40
26 times	4.70	468 times	3.20
52 times	4.50	624 times	2.90
156 times	4.00	936 times	2.40

ONE MINUTE - WEEKLY

	13 wks.	26 wks.	52 wks.
18 times weekly	72.00	57.60	43.20
12 times weekly	48.00	40.80	34.80
6 times weekly	27.00	24.00	20.40
3 times weekly	14.10	13.50	12.00

ONE MINUTE - RUN OF SCHEDULE*(To be used within a seven-day period)*

72 times	172.80	2.40
60 times	162.00	2.70
48 times	148.80	3.10
36 times	129.60	3.60
24 times	96.00	4.00
18 times	77.40	4.30
12 times	54.00	(4.50)

Facilities for broadcasting from store locations are available. A WHLT representative can give you details.

PROGRAMS - FIVE MINUTES AND LONGER

(Rates for periods longer than one hour are in exact proportion to the corresponding hour rate.)

Times	60 min.	30 min.	15 min.	5 min.
1	50.00	29.50	19.50	10.00
26	45.00	26.50	17.75	9.00
52	41.50	25.00	16.75	8.50
156	39.00	23.50	15.80	8.00
260	36.75	22.00	12.50	7.50
312	32.00	19.25	11.25	6.50

HALF MINUTE - RUN OF SCHEDULE*(To be used within a seven-day period)*

72 times	129.60	1.80
60 times	120.00	2.00
48 times	112.80	2.35
36 times	97.20	2.70
24 times	72.00	3.00
18 times	57.60	3.20
12 times	40.20	3.35

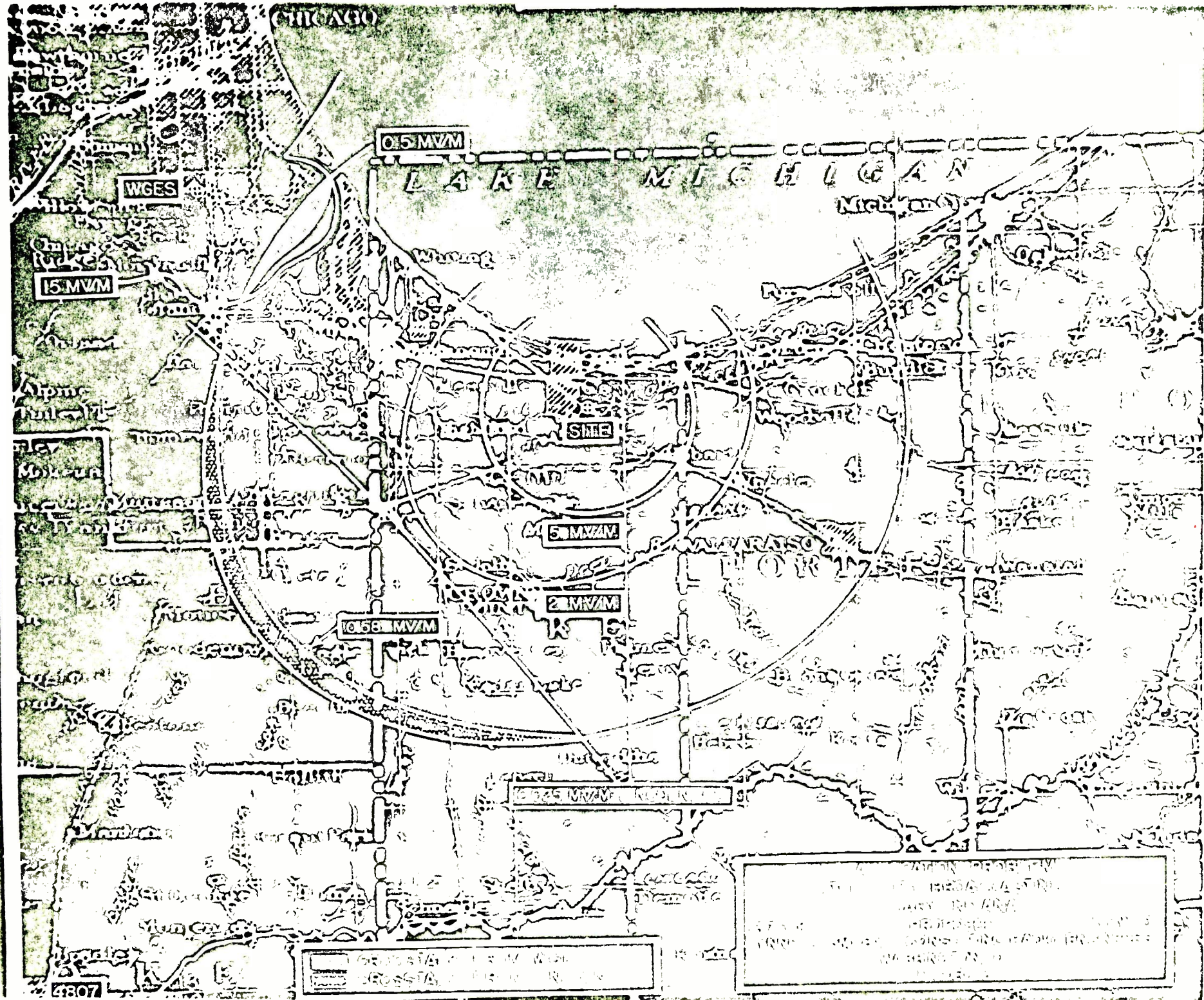
Half-minute announcements —

75% of one minute rate.

16 word time signals —

50% of one minute rate.

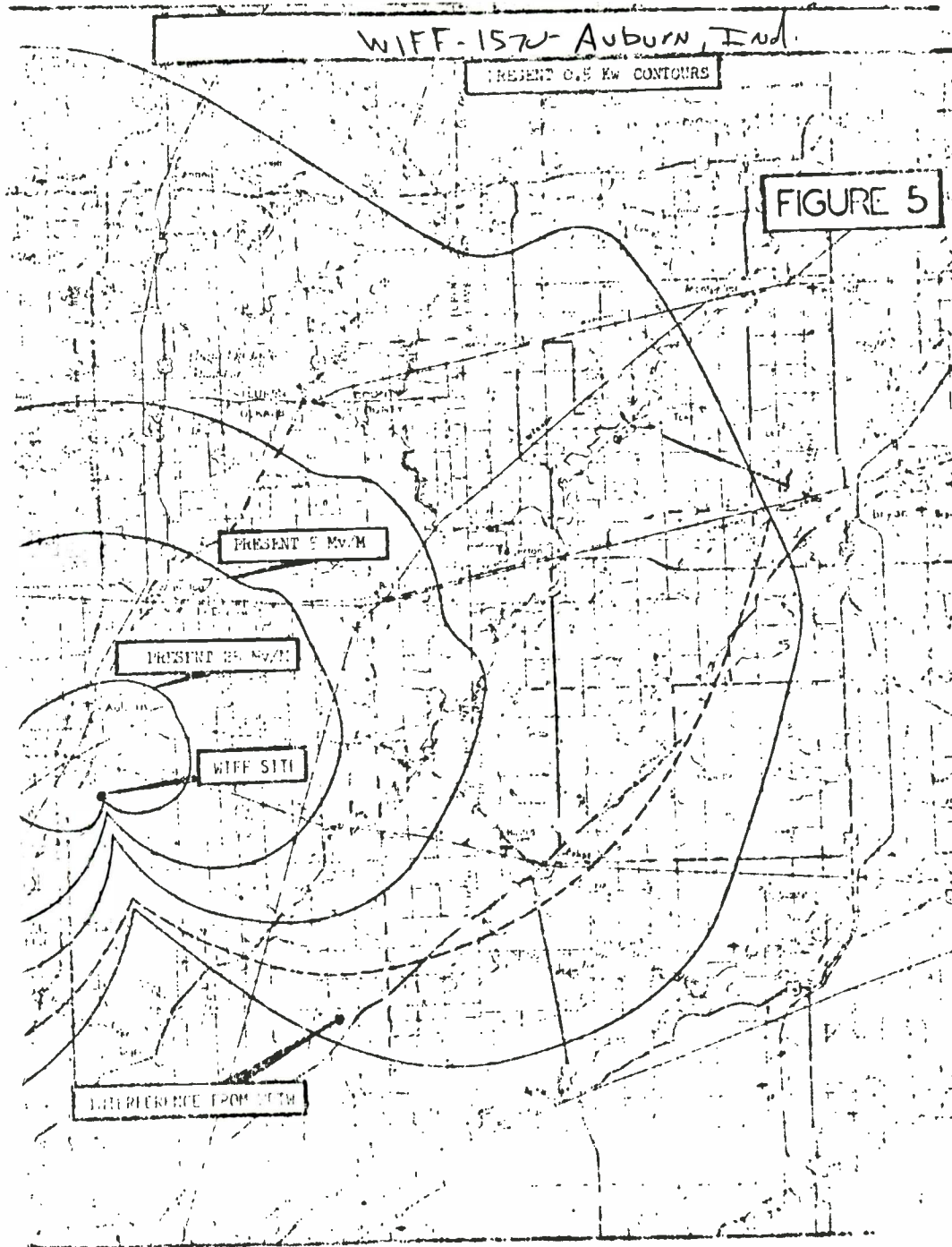
WGRY - 1370 KHz. Gary, Indiana 500 watts daytime only(now it's WCA).



E. H. MUNN, JR.

PRESENT 0.5 MV/M

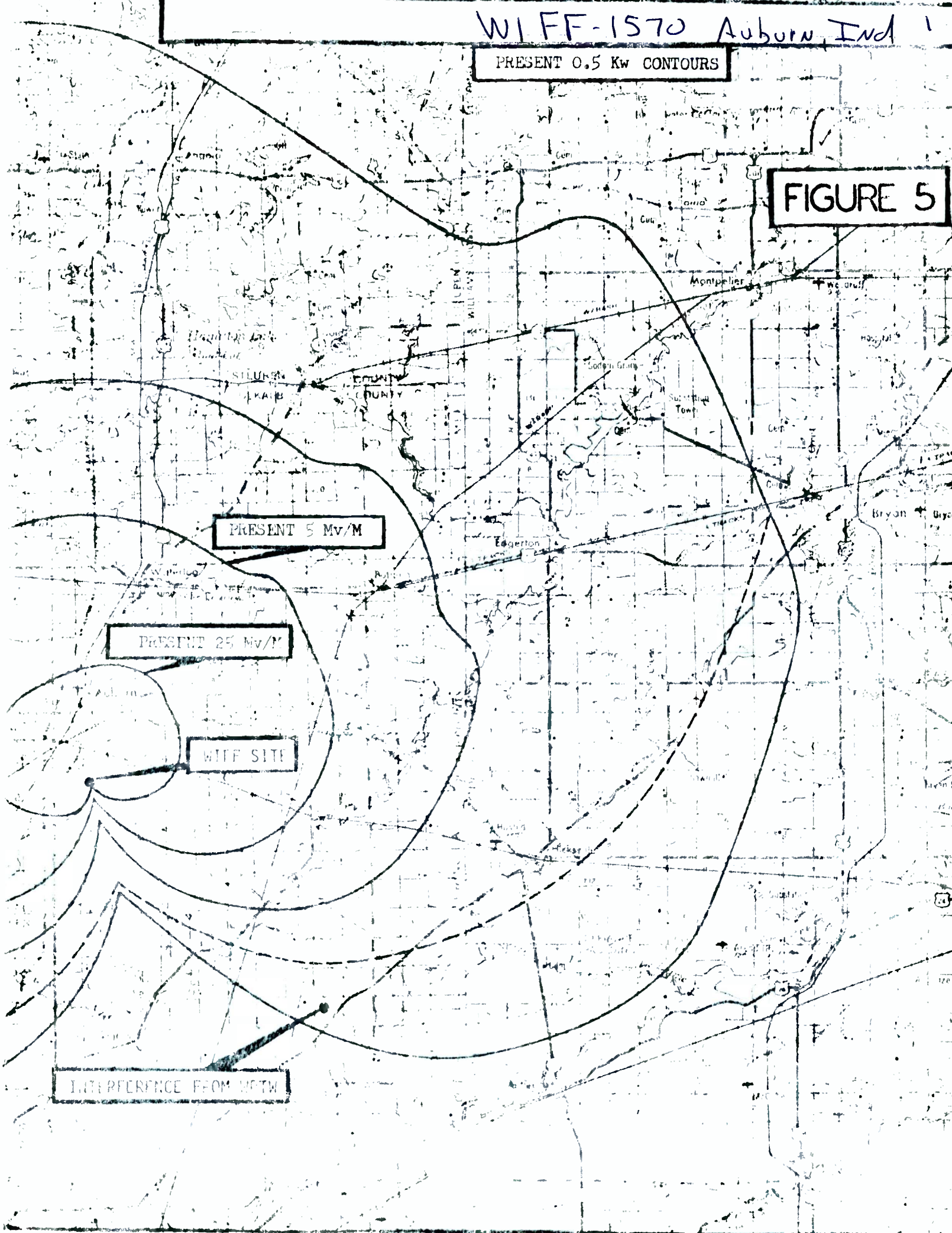
PRESENT 2 MV/M



WIFF-1570 Auburn, Ind

PRESENT 0.5 Kw CONTOURS

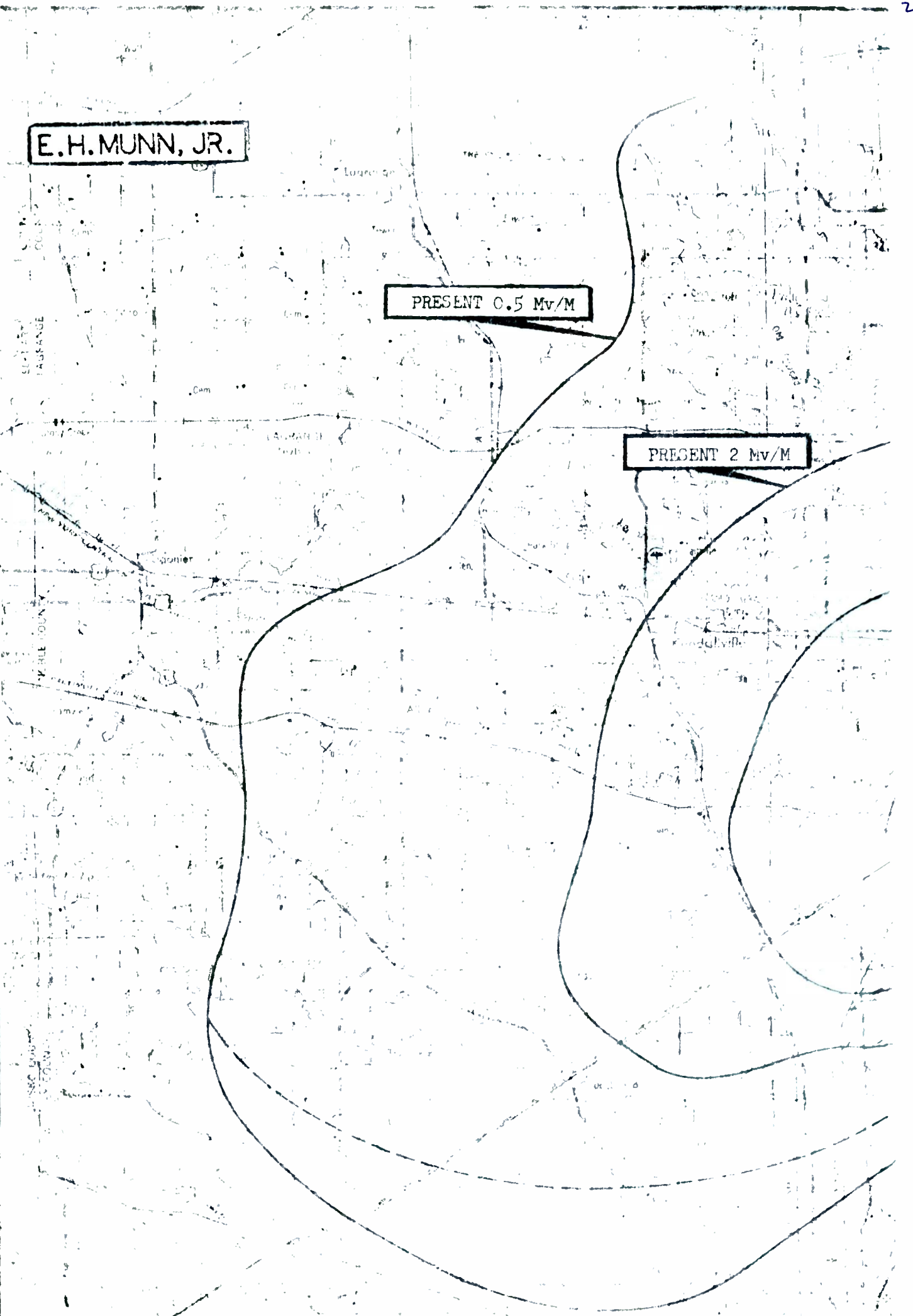
FIGURE 5



E. H. MUNN, JR.

PRESENT 0.5 MV/M

PRESENT 2 MV/M



SOMETHING IS ALWAYS HAPPENING ON

EVANSVILLE'S
NO. 1
RADIO STATION



FIRST CHOICE
for Successful
Advertising Results

WIKY/AM is First Choice for Musical Entertainment
WIKY/AM broadcasts from a musical library that has the depth of all the great hits by all of the great artists, all of the best-remembered performances, and in a selection to please all of the listeners all of the time. To this is added the best of the newest music.

WIKY/AM is First Choice for News as it Happens
The vast WIKY/AM audience knows where to turn when they want instant news. It comes hot off national wire services, local events are analyzed and reported, and human interest stories are always part of the WIKY/AM news stories.

WIKY/AM is First Choice for Programming Pleasure
Vast hosts of listeners keep both ears tuned to the "Happy Sound" of WIKY/AM. Your advertising becomes part of the big show of music, news, and interesting information.

WIKY/AM is First Choice for Audience Participation
Everybody wants to have fun — and they do indeed with WIKY/AM. Some people are just lucky. They win coveted rewards, but everybody has fun — advertisers included. WIKY/AM makes listening an exciting game.

WIKY/AM is First Choice for Community Service Activity
WIKY/AM makes friends and influences people by being an active force in its market area. There is always time to tell about worthwhile projects and activities.



Calculated Contours of Primary and Secondary Service Areas
Based on standards of good engineering practice,
as calculated by Harold B. Rothrock, Consulting Engineer.

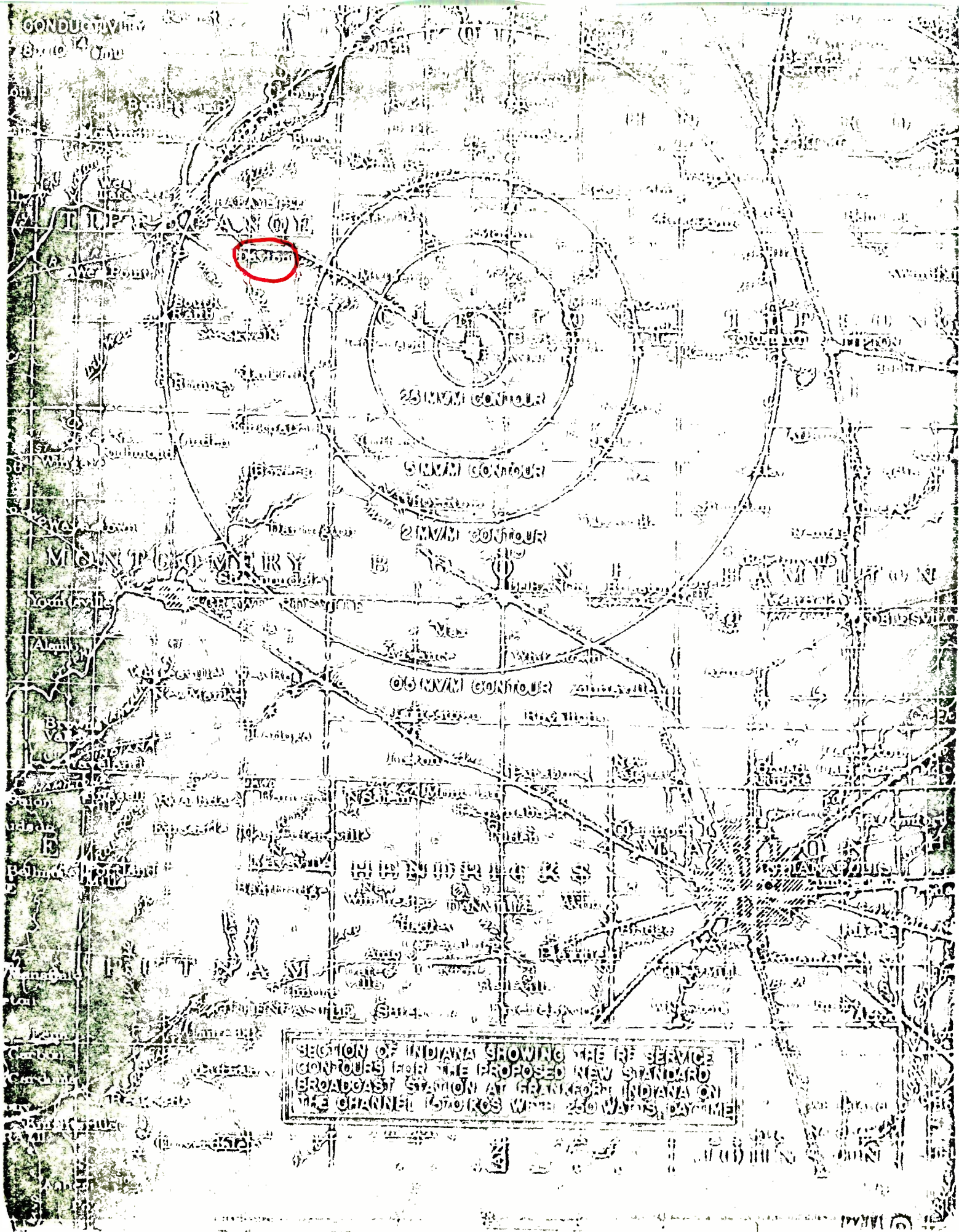
There is Something Very Special about WIKY/AM! It Attracts the Biggest Audience of People who Go Out and Buy!

What is So Special About WIKY/AM?

Simply this: In its market area WIKY/AM's facilities are unequalled and they excel in the Midwest. For example: high fidelity transmitter, highest tower, largest number of studios, best ground system, latest-type microphones, and a superb audio system of the best engineering concepts (turn tables, cartridge machines, tape recorders, amplifiers, and consoles.)

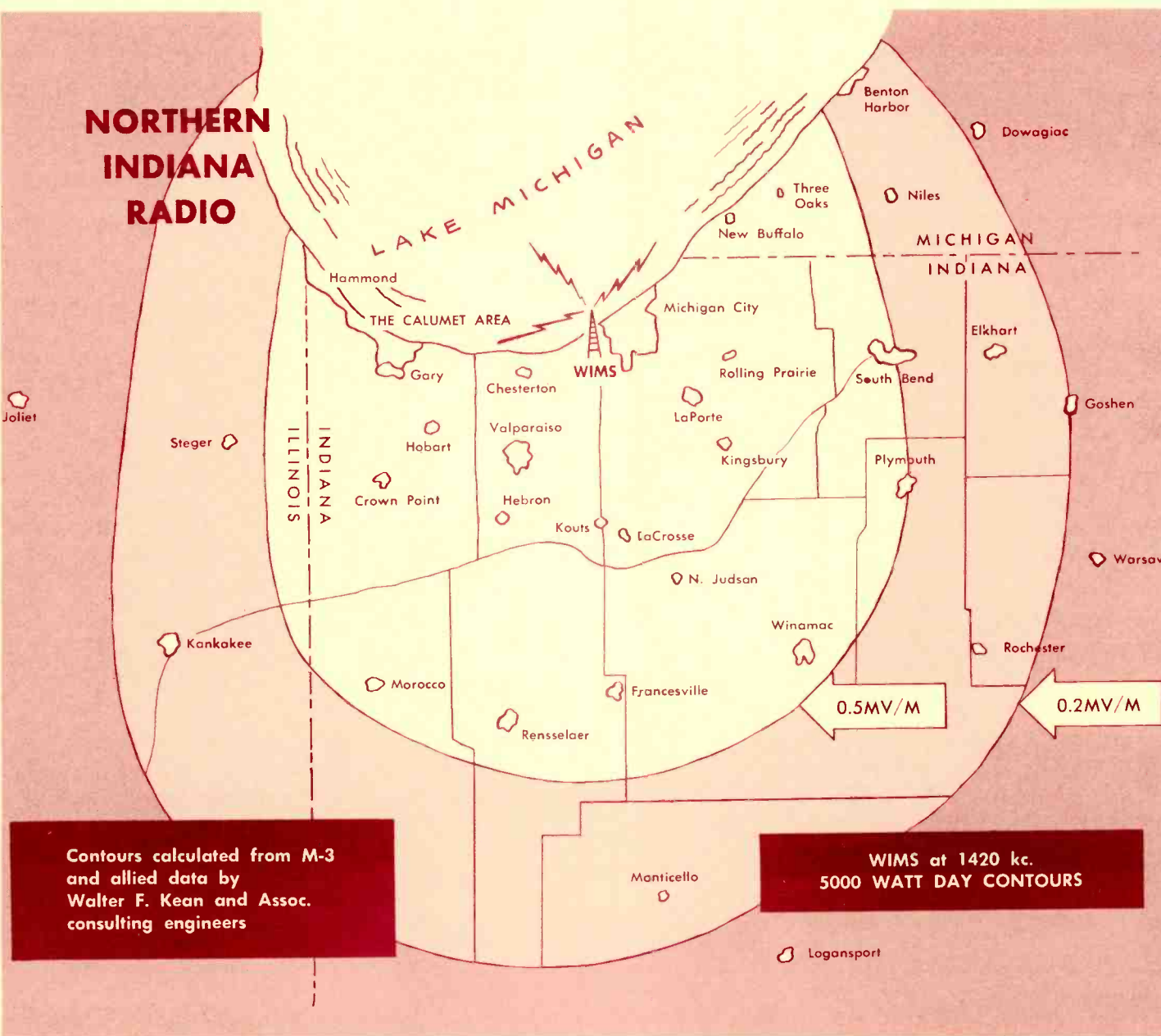
Here is More that is Special About WIKY/AM!

WIKY/AM appeals to the largest possible buying audience in its market area with an attractive coordination of music, news, weather reporting, information, fun games, and good advertising. All of this is happily programmed and superbly broadcast in the marvelous dimension that advanced electronic engineering makes possible. As part of the show, your advertising message gets immediate acceptance in a 34-county, 3-state market with consumer spendable income of over one billion dollars. You reach the biggest and best share of the buying audience at the lowest possible advertising cost with WIKY/AM.



WIL0 - 1570 KHz. 250 watts daytime Frankfort, Indiana

NORTHERN INDIANA RADIO



Contours calculated from M-3
and allied data by
Walter F. Kean and Assoc.
consulting engineers

WIMS at 1420 kc.
5000 WATT DAY CONTOURS

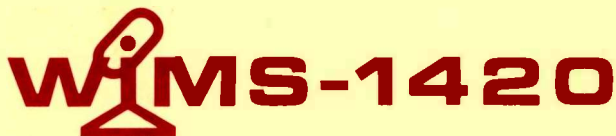
THE ONE *BILLION — PLUS MARKET

Counties in Coverage:	Homes in the county	Homes which have radios	Cars With Radios:
LaPorte	25,450	24,750	21,470
Porter	14,250	13,850	12,561
Starke	5,580	5,310	4,465
Jasper	5,680	5,520	4,322
Newton	3,770	3,630	2,981
Lake	130,880	127,240	111,141
Pulaski	4,010	3,860	3,265
St. Joseph	76,080	73,970	56,440
Berrien, Mich.	49,810	47,430	39,773
TOTALS:	*315,510	*305,560	*256,188

Not including
Illinois cover-
age statistics.

YOU HAVE 561,748 RADIOS AS BASIC CIRCULATION,
Not including Portable radios and radios in places of busi-
ness, Etc.

**CONSUMER SPENDABLE INCOME
OVER ONE BILLION DOLLARS YEARLY
AND GROWING EVERY DAY.**



NORTHERN INDIANA BROADCASTERS INC.
OLD CHICAGO ROAD, MICHIGAN CITY, INDIANA 46380
TEL. 219-874-5245



NORTHERN INDIANA BROADCASTERS INC.
MICHIGAN CITY, INDIANA 46380

NORTHERN INDIANA BROADCASTERS, INC.

Retail Rate Card #8, Effective Feb. 1, 1968

PROGRAMS — QUARTER HOUR AND LONGER:

	Open	13	26	39	52	104
Hour	66.00	63.00	60.00	56.00	52.00	49.00
½ Hour	40.00	38.00	36.00	33.00	31.00	29.00
¼ Hour	24.00	22.50	21.00	19.00	17.50	16.50

PROGRAMS — FIVE AND TEN MINUTES:

	Open	52	104	156	260	312
10 Mins.	17.50	13.00	12.00	10.50	9.50	8.50
5 Mins.	9.50	7.50	6.50	6.00	5.50	5.00

ANNOUNCEMENTS:

	Open	52	156	260	312 Broadcasts
One Minute Live or ET	5.95	4.45	4.10	3.85	3.60
65 Words or ½ Minute ET	4.20	3.10	2.95	2.70	2.50
24 Words or 10 Second ET	2.40	2.15	1.90	1.65	1.55

WEEKLY ANNOUNCEMENT PACKAGES:

(Announcements Must Be Used Within Period of One Week.)

Half Minute — 65 Words	Full Minute — 140 Words
12 Announcements — \$ 36.00	12 Announcements — \$ 49.00
24 Announcements — \$ 69.00	24 Announcements — \$ 96.00
48 Announcements — \$133.00	48 Announcements — \$187.00

PRIME TIMES:

All Programs or Announcements broadcast during the following
time periods will be charged at 10% above listed rates:

6:00 AM to 9:00 AM, Inclusive

12:00 N to 1:00 PM, Inclusive

4:30 PM to 6:30 PM, Inclusive

WIMS RADIO NEWS BROADCASTS:

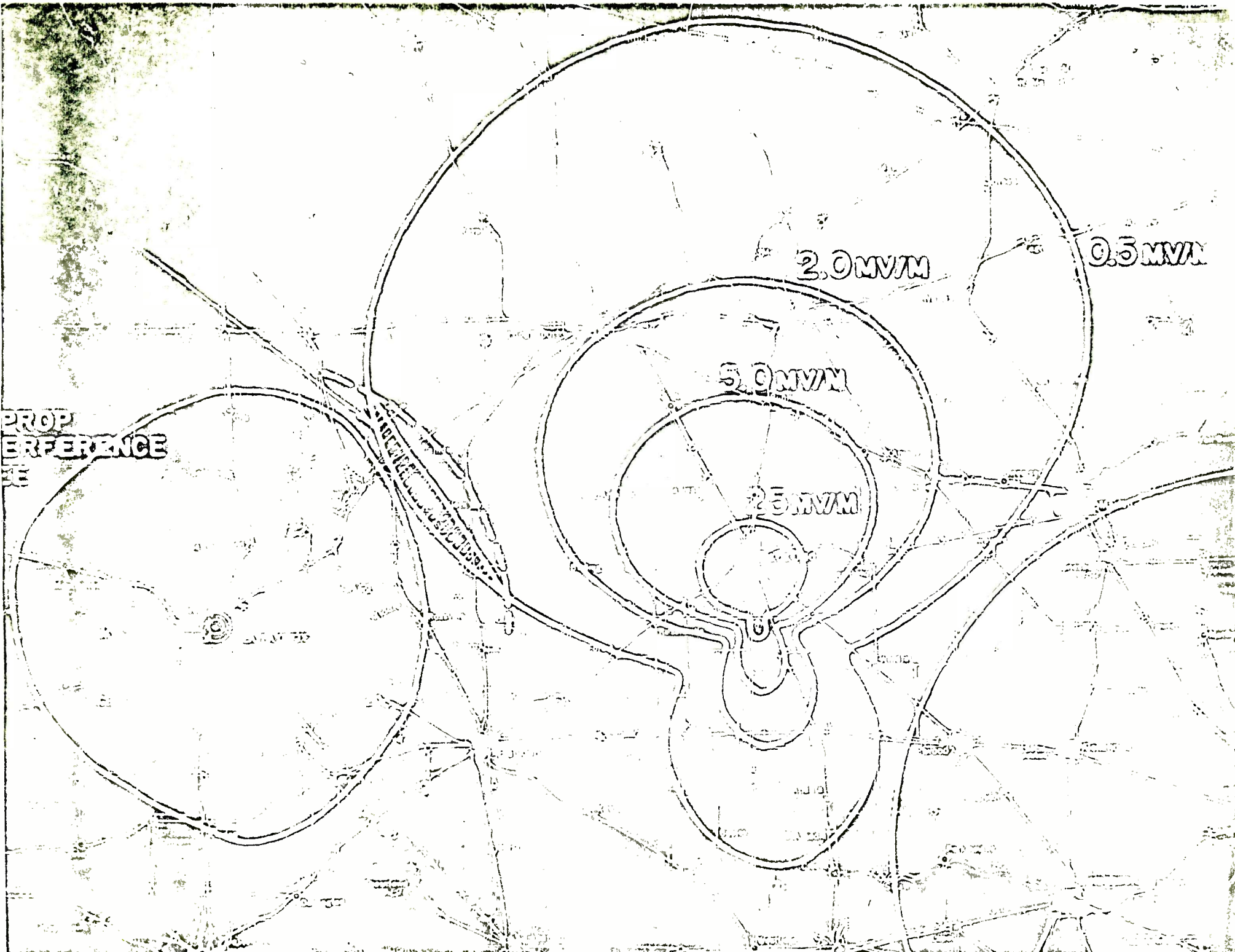
Including United Press Audio Service.

	Open	52	104	156	260	312
10 Mins.	18.75	14.00	12.50	11.25	10.00	8.75
5 Mins.	9.75	7.75	7.00	6.25	5.75	5.00

WIMS RADIO NEWS — PRIME TIME RATES:

	Open	52	104	156	260	312
10 Mins.	20.63	15.40	13.75	12.38	11.00	9.63
5 Mins.	10.73	8.53	7.70	6.88	6.33	5.50

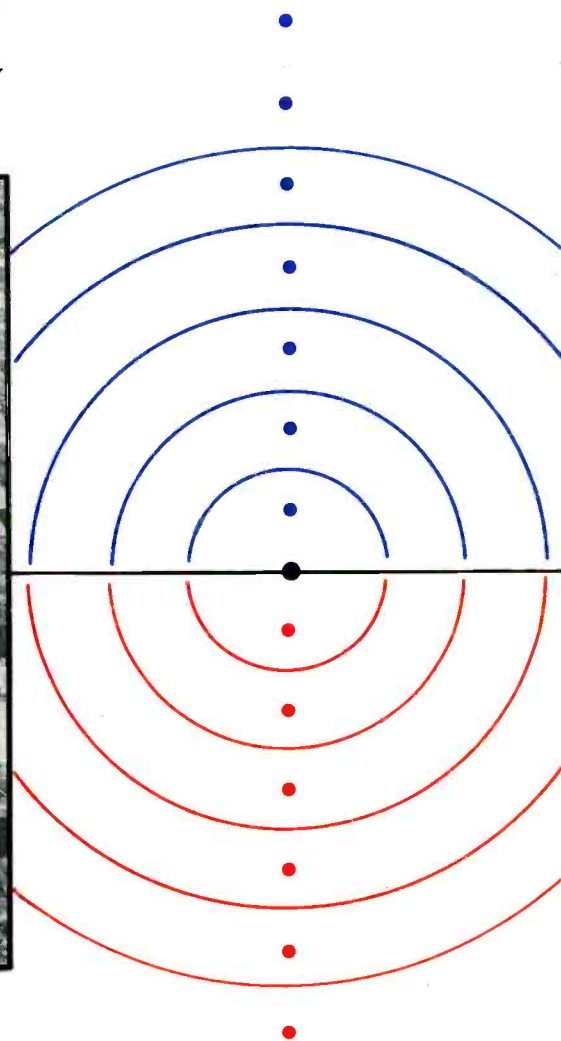
WIOU - 1350 Kokomo, Indiana 1000 watts(now 5000d. & 500 night).
Also proposed station in Lafayette, Indiana on 1340 KHz. (class IV).



WIOU - 1350 Kokomo, Indiana 1000 watts(now 5kw.) Also CP for station in Lafayette, Ind. on 1340 KHz.

W I O U — 1350 KC

KOKOMO, INDIANA "City of Firsts"



WKMO-FM

ON YOUR FM
RADIO DIAL

— 93.5 MC



"THE FINEST IN RADIO"

W I O U

CBS RAD  (ESTABLISHED JULY 16, 1948)
AFFILIATE

FIELD INTENSITY CONTOURS

STATION WIOU—KOKOMO

1350 KC FULL TIME

EDWARD H. CLARK

Consulting Engineer
Detroit, Michigan

"Kokomo's Home Station"

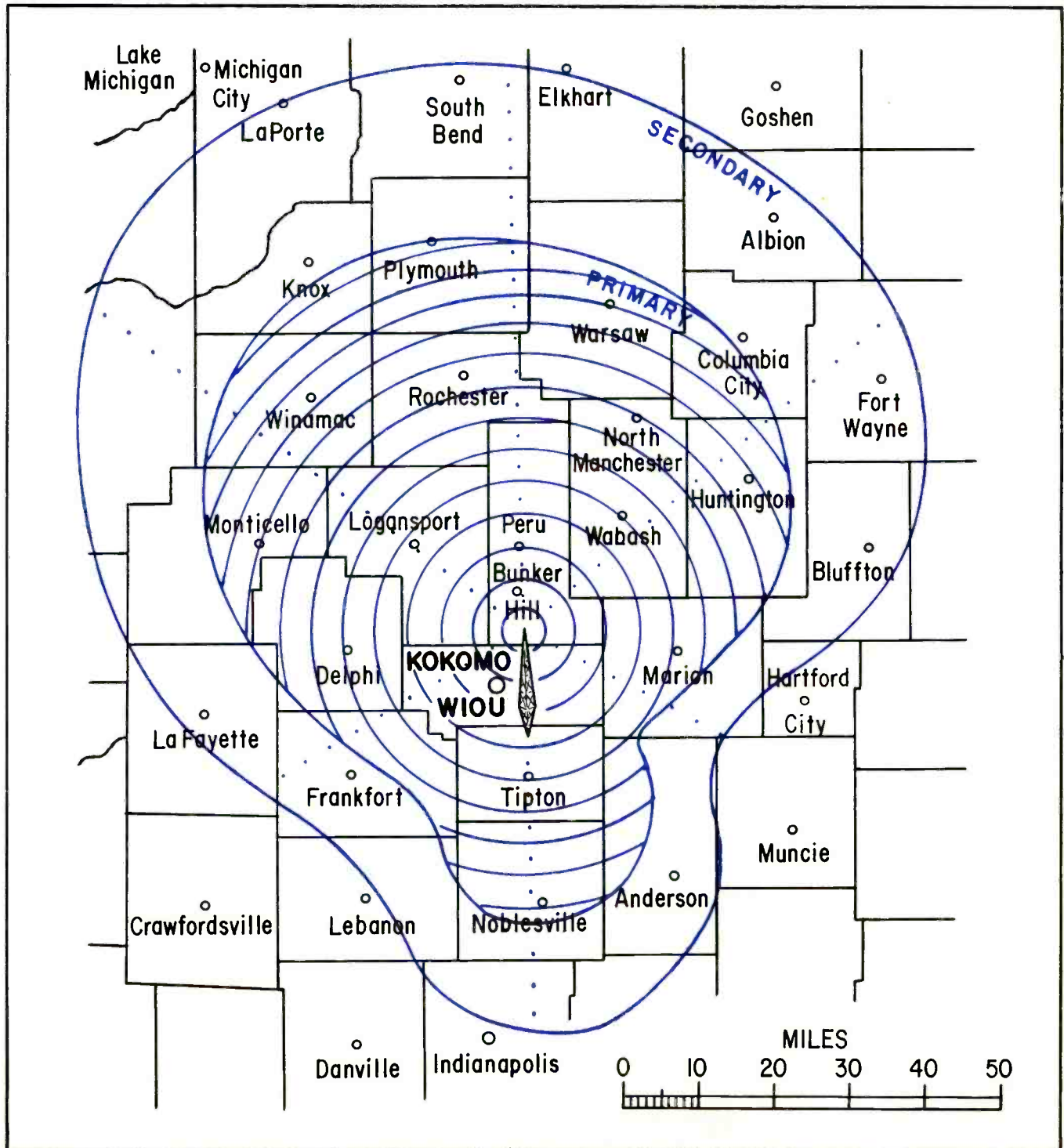
KOKOMO, INDIANA

Phone: 317-453-1212

5000 Watts • 1350 Kilocycles

0.5 MV PRIMARY

0.1 MV SECONDARY



WIOU's market is primarily in the six counties of Howard, Cass, Miami, Wabash, Carroll and Tipton, but also includes portions of Huntington and Grant counties.

The immediate Kokomo city and retail trading is considered to comprise 121,700 people.

Marketing data for Howard (the home county) and the seven immediately adjacent counties of Cass, Miami, Wabash, Tipton, Grant, Huntington, and Carroll include:

BASIC MARKET DATA

County	Principal City	1969 Estimated Population	Retail Sales (million)	Food Sales (million)	Drug Sales (million)	Automotive Sales (million)	Passenger Cars	Farm Income (million)
Howard	Kokomo	80,000	\$149.8	\$25.0	\$ 5.8	\$ 31.5	37,470	\$ 21.0
Cass	Logansport	42,400	74.5	12.7	2.7	16.0	18,430	24.5
Miami	Peru	43,700	49.7	11.6	1.1	8.8	16,840	22.2
Wabash	Wabash	34,700	60.9	12.9	1.6	10.5	15,540	25.6
Carroll	Delphi	17,000	28.0	3.2	0.6	10.7	8,450	26.9
Tipton		15,100	22.4	4.7	0.5	4.0	8,050	17.3
Grant (½)		41,200	69.6	13.6	3.3	17.2	18,230	11.0
Huntington (¾)		26,300	42.7	8.4	1.5	9.5	11,780	14.2
TOTAL		300,400	\$498.0	\$92.5	\$17.5	\$108.4	134,790	\$163.1

Sources: Sales Management Survey of Buying Power
E & P Market Guide
Standard Rate & Data Service

WIOU MARKET AREA

WIOU is the only AM station in Kokomo and completely dominates radio listening in this rich market of over 125,300 persons:

	Primary	City Zone	Kokomo Retail Trading Zone
POPULATION	513,400	52,200	125,300
HOUSEHOLDS	159,810	16,400	38,550
CONSUMER SPENDABLE INCOME	\$1,224,220,000	\$192,939,000	\$387,292,000
(PER HOUSEHOLD)	\$ 7,661	\$ 11,765	\$ 10,047
TOTAL RETAIL SALES	\$ 858,658,000	\$112,835,000	\$ 21,626,000
(PER HOUSEHOLD)	\$ 5,373	\$ 6,880	\$ 5,610
FOOD	\$ 168,443,000	\$ 17,301,000	\$ 37,977,000
DRUG	\$ 30,149,000	\$ 5,099,000	\$ 7,810,000
GENERAL MERCHANDISE	\$ 98,025,000	\$ 22,217,000	\$ 33,988,000
APPAREL	\$ 409,935,000	\$ 6,133,000	\$ 11,836,000
HOME FURNISHINGS	\$ 44,041,000	\$ 7,795,000	\$ 12,364,000
AUTOMOTIVE	\$ 177,564,000	\$ 27,395,000	\$ 45,805,000
FILLING STATIONS	\$ 64,348,000	\$ 4,947,000	\$ 13,290,000
PASSENGER CARS	223,810	21,843	57,800
FARM POPULATION	57,700		12,100
GROSS FARM INCOME	\$ 290,095,000		\$ 58,751,000

from . . .
Standard Rate & Data Service

According to U. S. Average Consumer Spendable Income Per Household, the Metropolitan Area of Kokomo ranks 40th in the nation with an average of \$10,731 per household.

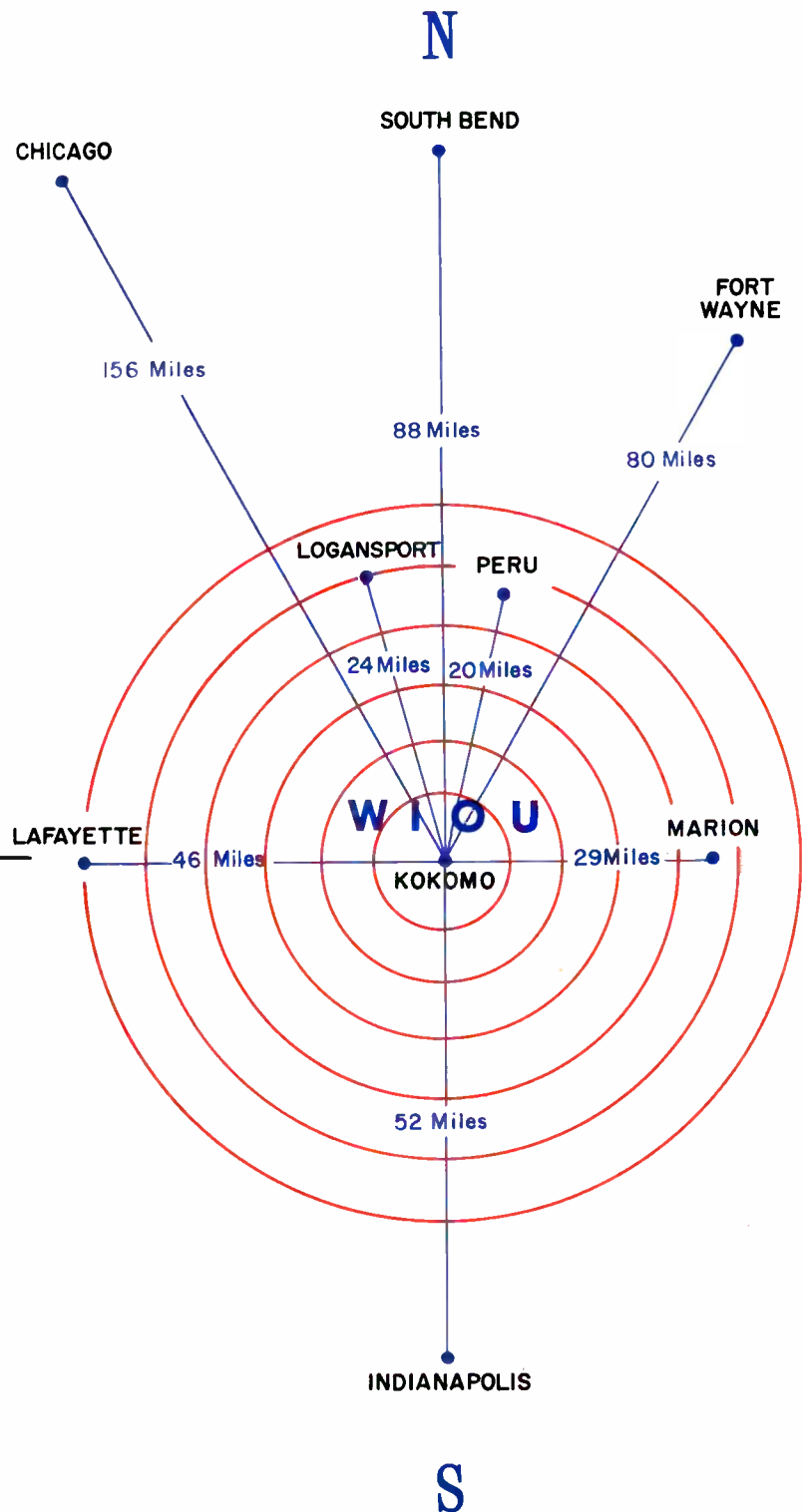
Metropolitan Kokomo also ranks 71st in the nation in Retail Sales Per Household with \$6,093 per household.

**HERE ARE SOME REASONS
WHY WIOU CONTINUES
TO DOMINATE THE KOKOMO
RETAIL TRADING ZONE**

Since the very beginning of WIOU our basic philosophy in programming has been to present programs that will appeal to all segments of our area. This is primarily true in the field of music . . . we try to appeal to those who enjoy country western music; we also remember the teenagers and their desires in the field of music when they are out of school; and of all our other programming we appeal to an adult audience.

We attempt to do the best programming possible where local news is concerned—we attempt to have our microphone at any event when we believe it to be worthwhile to present to our listeners. All of this with our CBS Network, National and International news, means that our listeners will always get their news "FIRST" from this station.

We at the station ask to be a part of all community activities and offer our time on the air and our employees for service where it is needed.



COMMERCIAL PRODUCTION

Our policy regarding commercial advertising is very simple. At no time will we broadcast more than four and one half minutes of commercial copy in any fifteen minute segment of time.

We offer at least fifteen minutes separation from competitive announcements and try sincerely to give a thirty minute separation if at all possible.

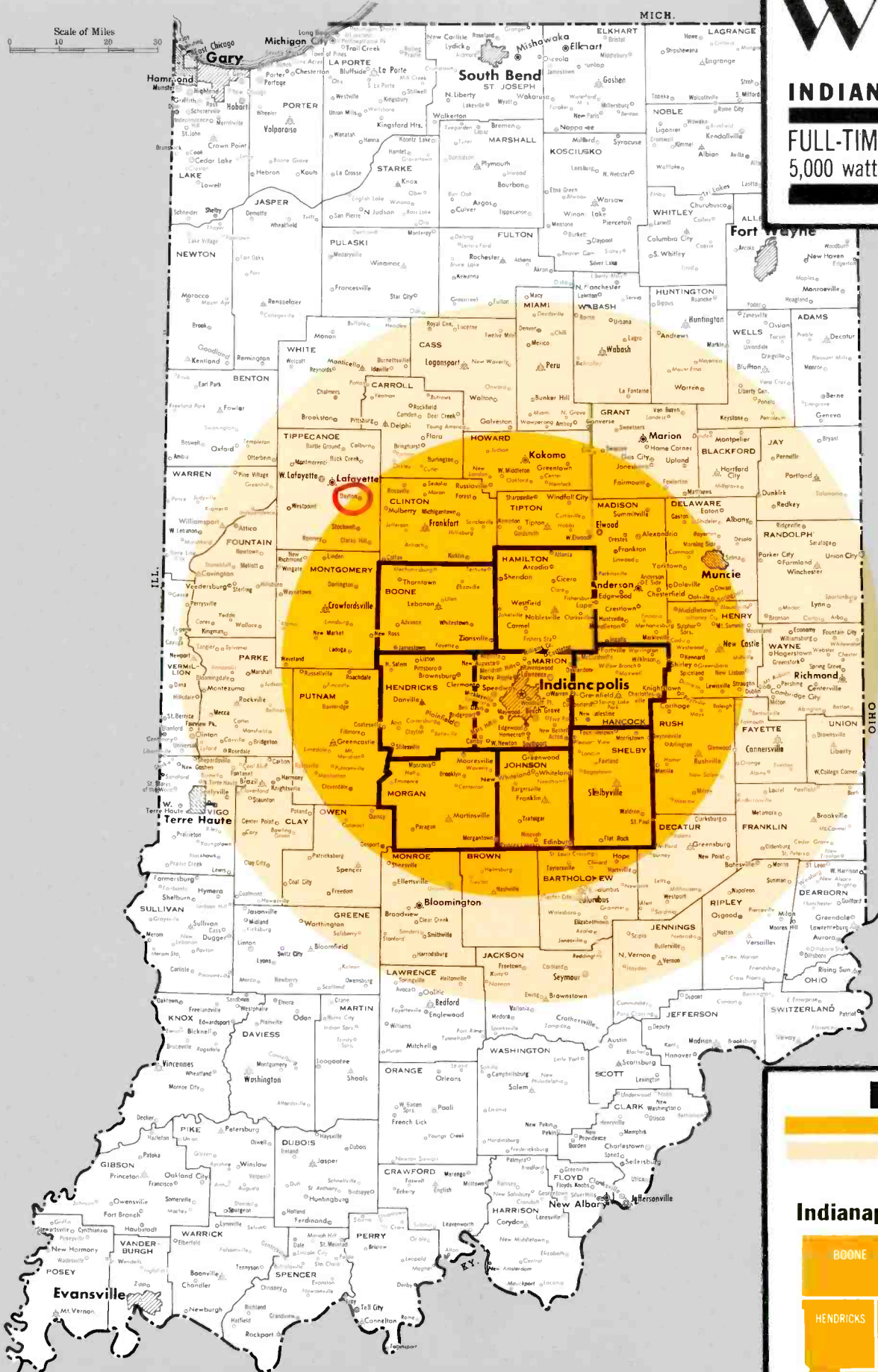
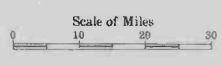
**Nationally represented by
Alan Torbet Associates**

COVERAGE MAP

WIRE

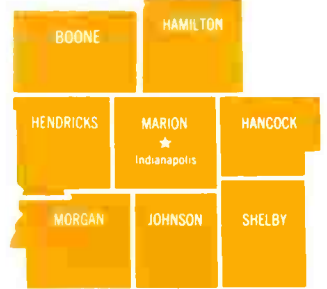
INDIANAPOLIS, IND.

FULL-TIME 24-HOUR RADIO
5,000 watts 1430 kilocycles

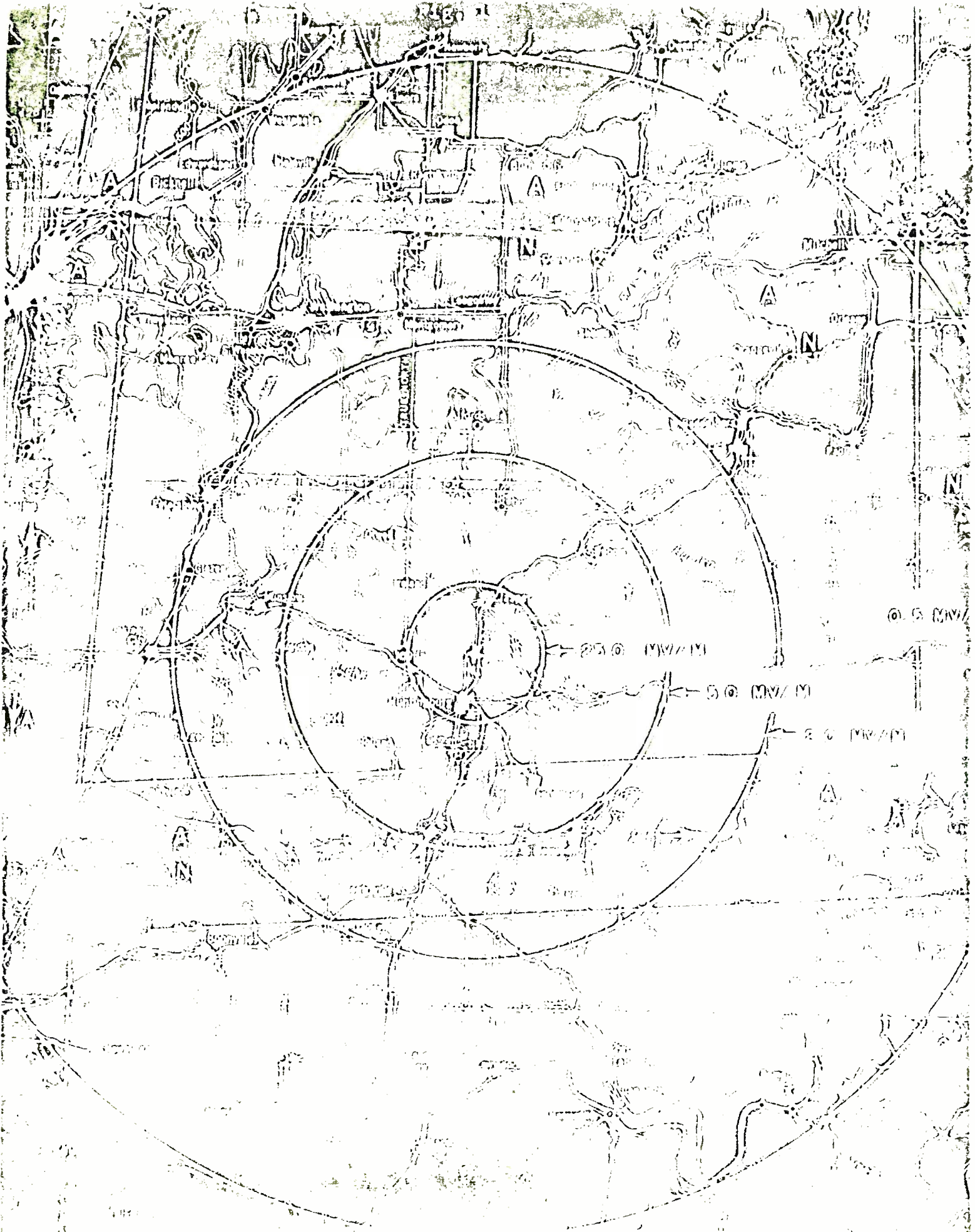


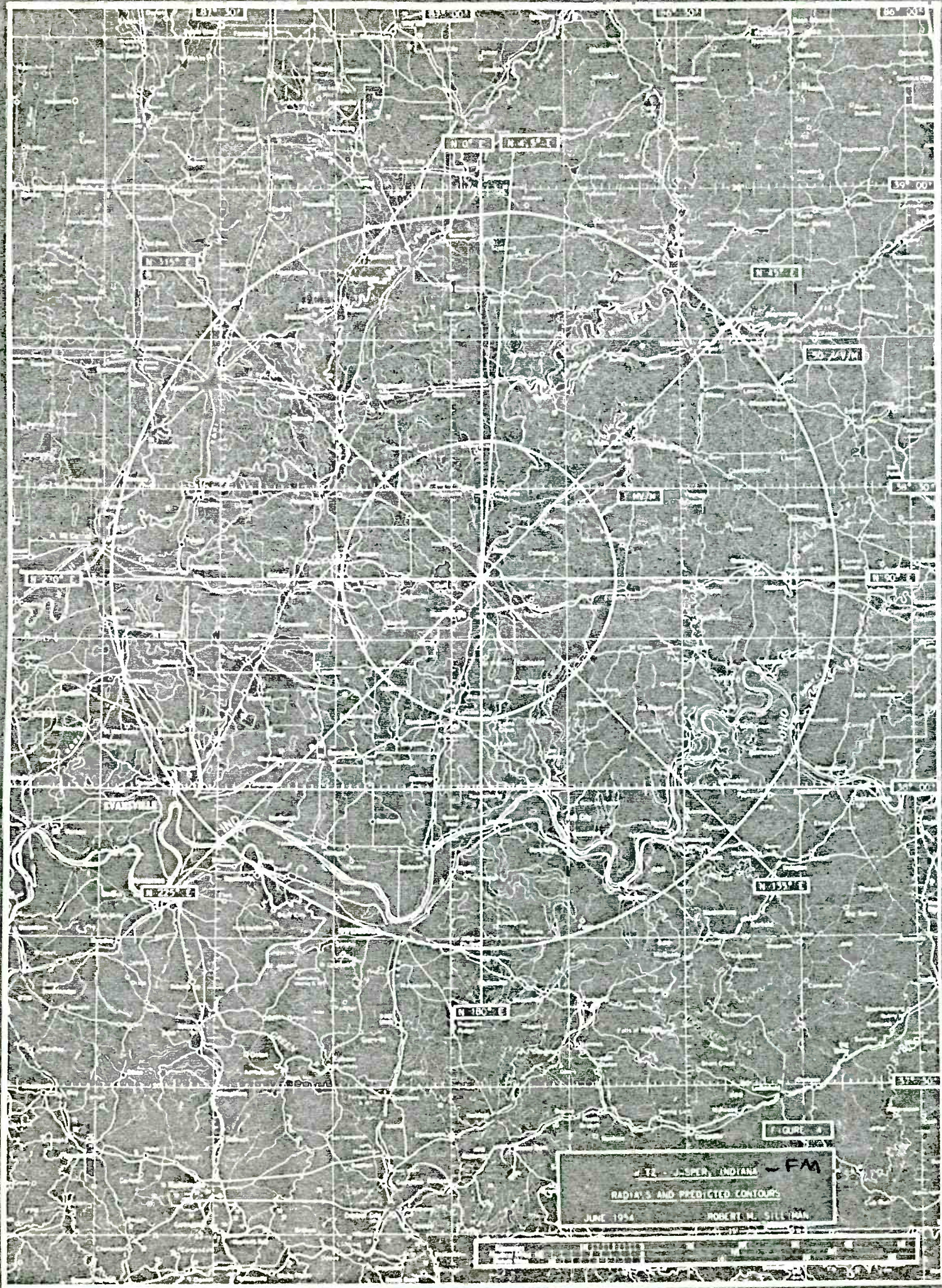
KEY:
 1/2 mv/m daytime
 .2 mv/m daytime

Indianapolis metro area



"WIRE Central Indiana's Listening Post."



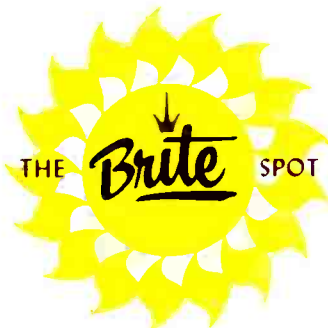


WJOB radio 1230 kHz.

1000 watts Day
250 watts Night
non-directional

General Coverage Map

Hammond, Indiana 46320



Serving the MULTI-BILLION \$\$
Calumet Industrial Region
of Indiana and Illinois!

WJOB - 1230 KHz. 250 watts Hammond, Indiana January-1948

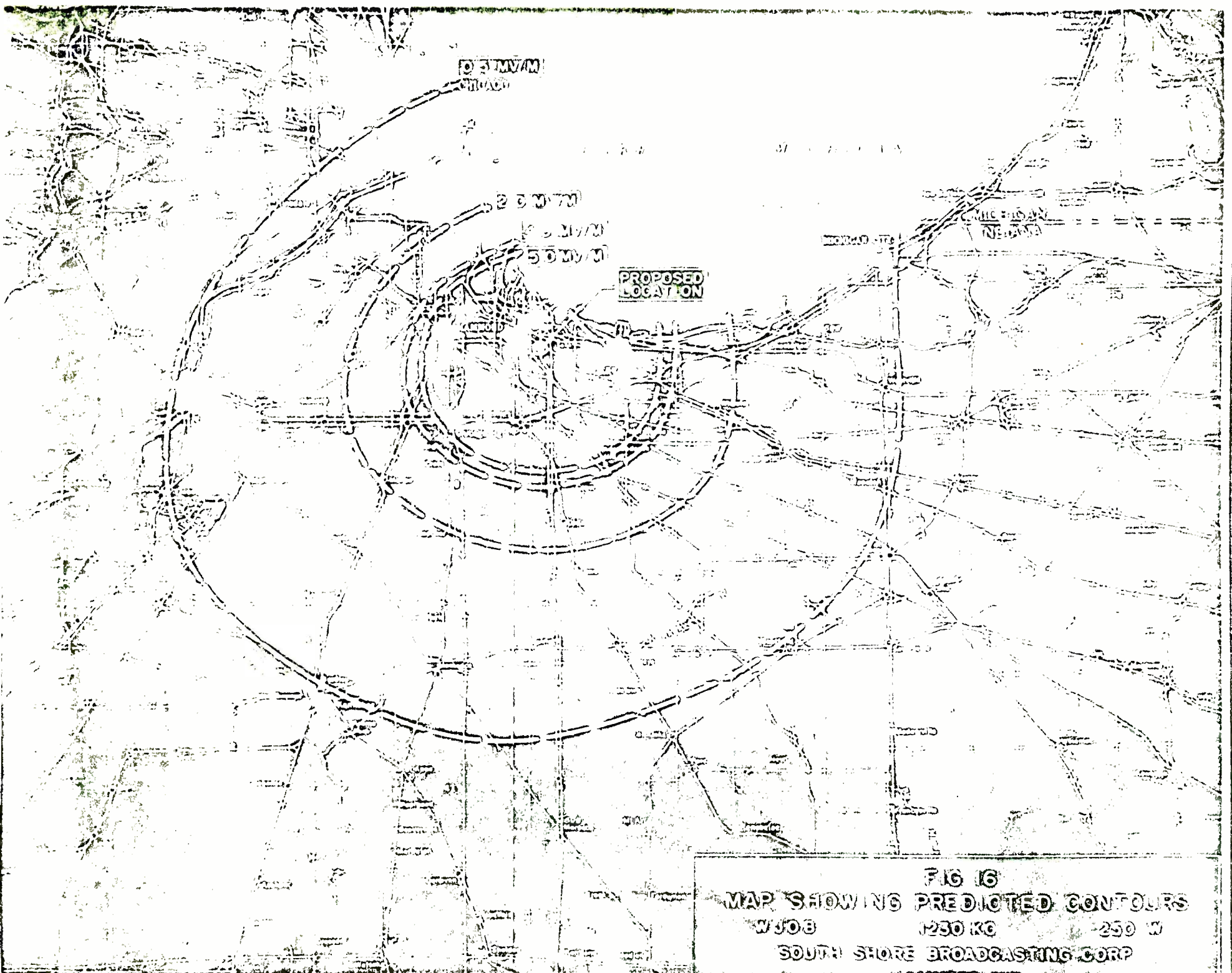


FIG 16
MAP SHOWING PREDICTED CONTOURS
WJOB 1230 KC 250 W
SOUTH SHORE BROADCASTING CORP

WJOB - 1230 KHz. Hammond, Indiana 250 watts

January - 1948

IT'S NORTHERN INDIANA RADIO, AT 1460

WKAM

from
Goshen, Indiana

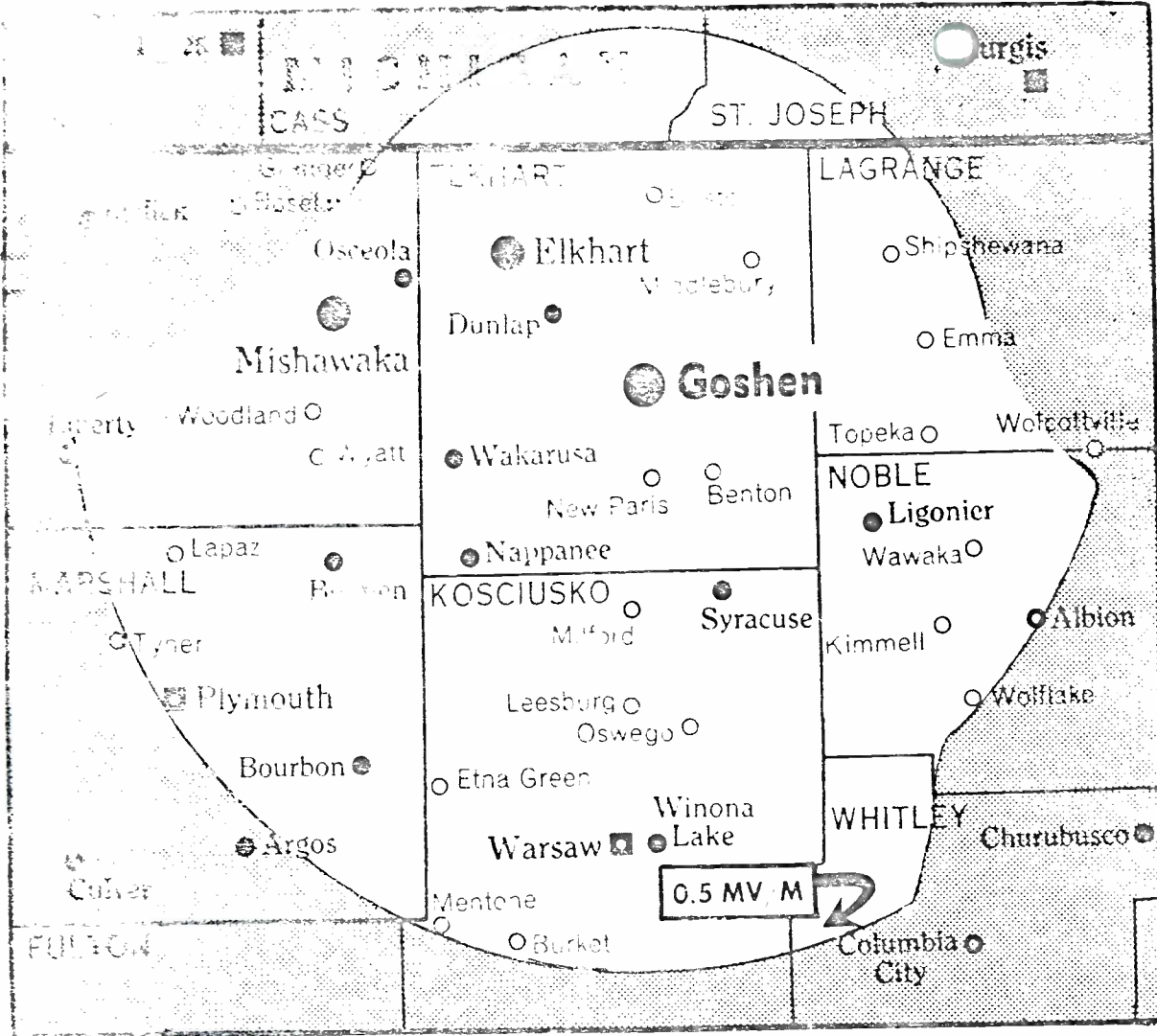
1000 WATTS NON-DIRECTIONAL

EXTENDED DAYTIME SCHEDULE
(Uniform 6 A.M. Sign-On)

510 North D.A. Highway

WKAM

In Goshen, Call KE3-1460



WKAM

1000 WATTS
Goshen, Indiana

SERVING THE COUNTY FROM THE COUNTY SEAT

MARKET DATA:

	Within 0.5 MV/M Coverage
Total Population	228,700
Total Households	71,050
Total Radio Homes	70,889
Total Passenger Cars	78,500
Spendable Income	\$454,655,000

RETAIL SALES:

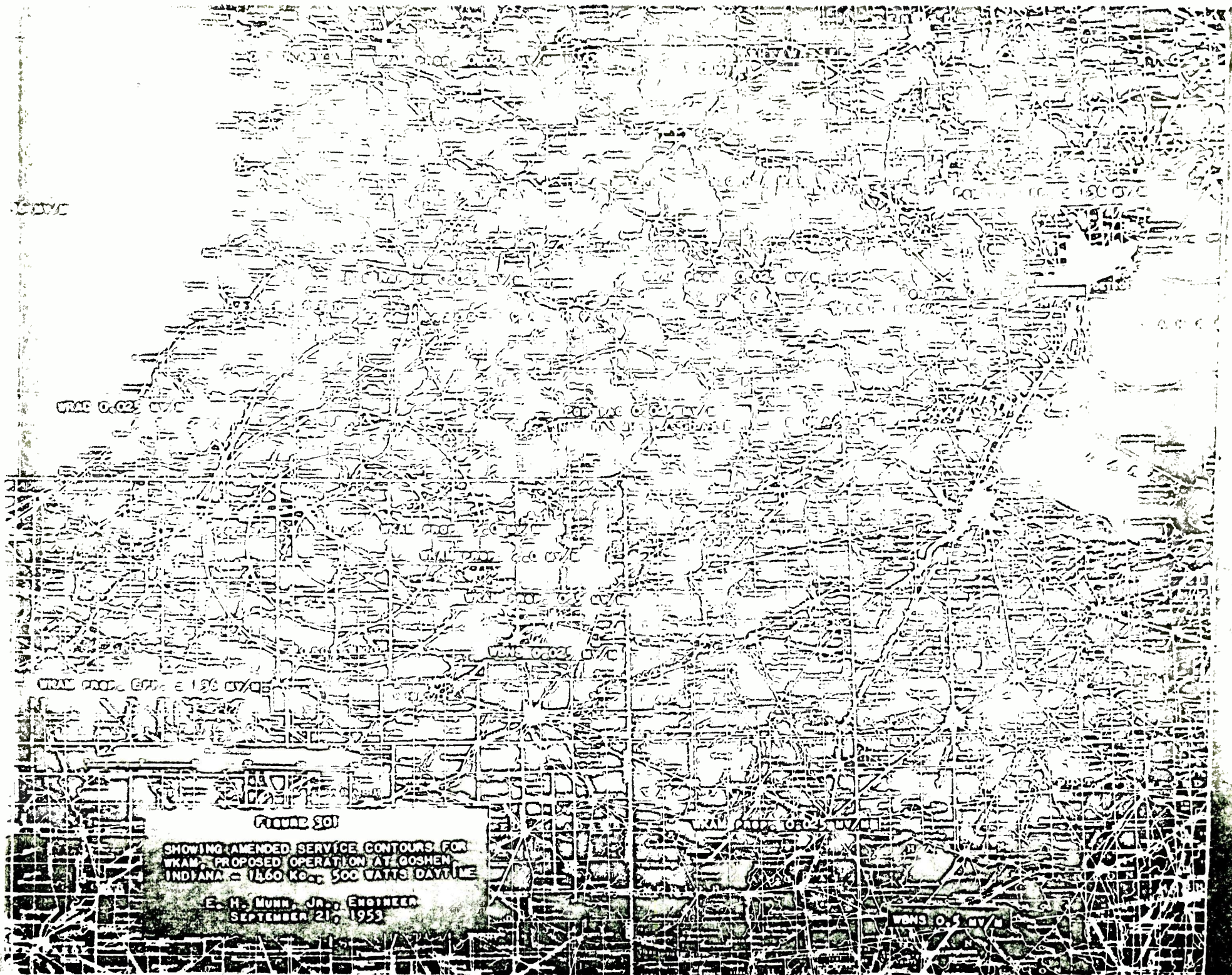
Food Sales	\$ 65,193,000
Drug Sales	\$ 8,572,000
General Merchandise Sales	\$ 10,335,000
Apparel Store Sales	\$ 10,453,000
Home Furnishing Sales	\$ 12,150,000
Automotive Sales	\$ 69,866,000
Filling Stations	\$ 32,765,000
TOTAL RETAIL SALES	\$367,208,000
TOTAL WHOLESALE SALES	\$197,822,000

FARM DATA:

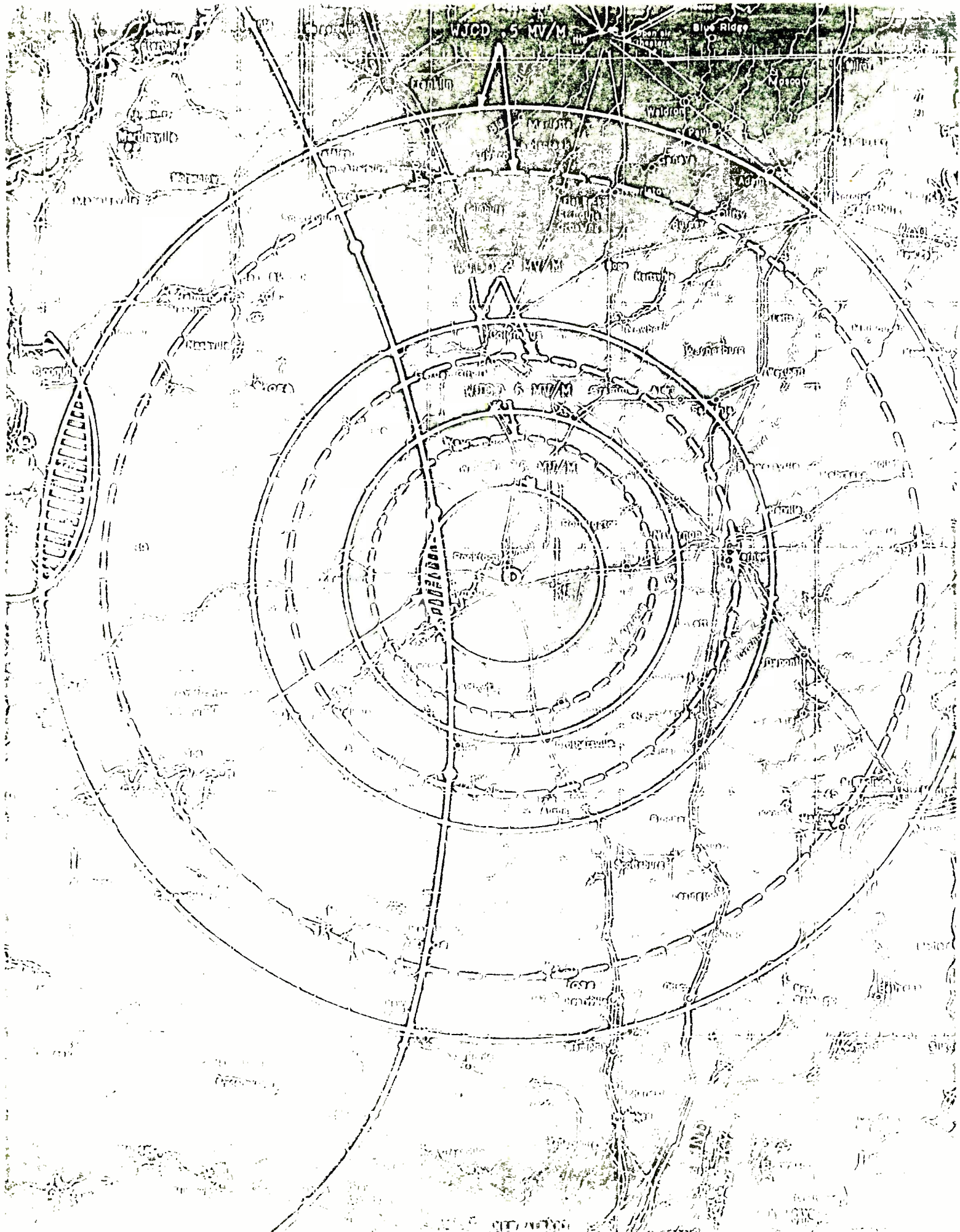
Total Farm Population	51,300
Total Farm Households	12,960
Total Farm Radio Homes	12,055
Gross Farm Income	\$137,847,000

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

WKAM - 1460 KHz. 500 watts daytime only (now on @ night too). Goshen, Indiana
September-1953



WKAM - 1460 Goshen, Indiana 500 watts daytime (now on @ night too). September-1953



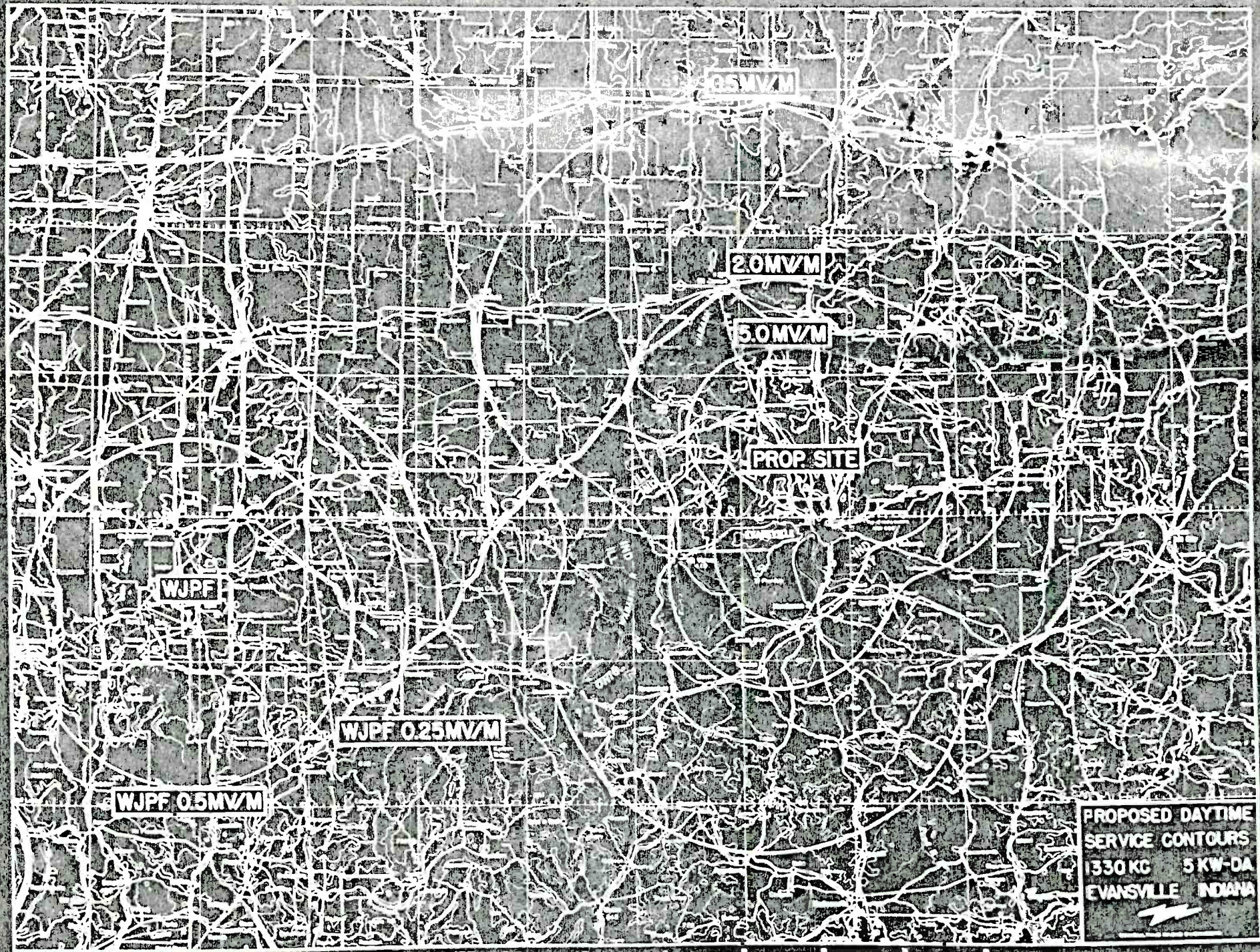
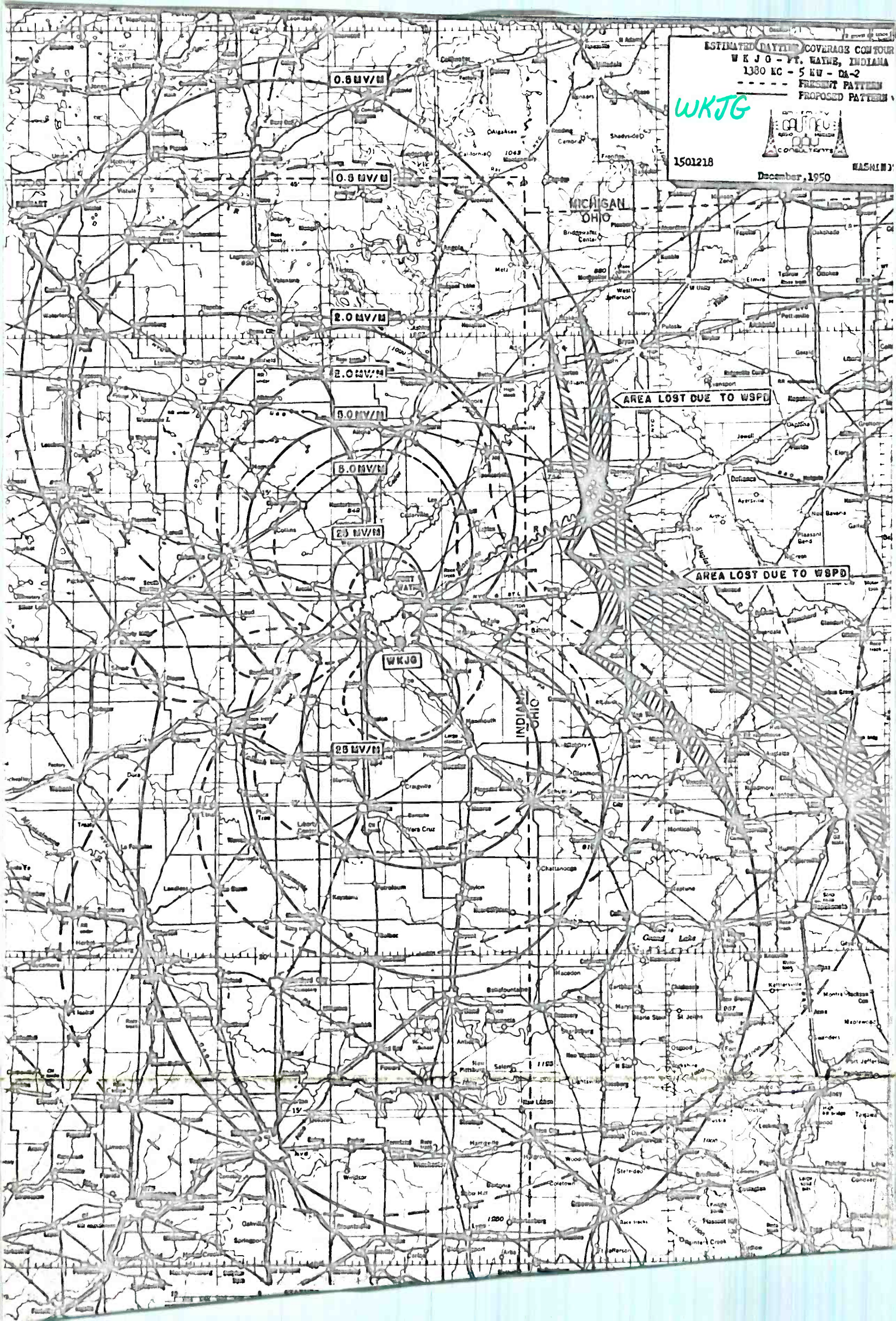


FIGURE 9

ESTIMATED DAYTIME COVERAGE CONTOUR
WKJG - FT. WAYNE, INDIANA
1380 KC - 5 KW - DA-2
- - - - - PRESENT PATTERN
- - - - - PROPOSED PATTERN
WKJG
1501218
December, 1950



0.8 MV/M

0.8 MV/M

2.0 MV/M

2.0 MV/M

3.0 MV/M

5.0 MV/M

10.0 MV/M

25.0 MV/M

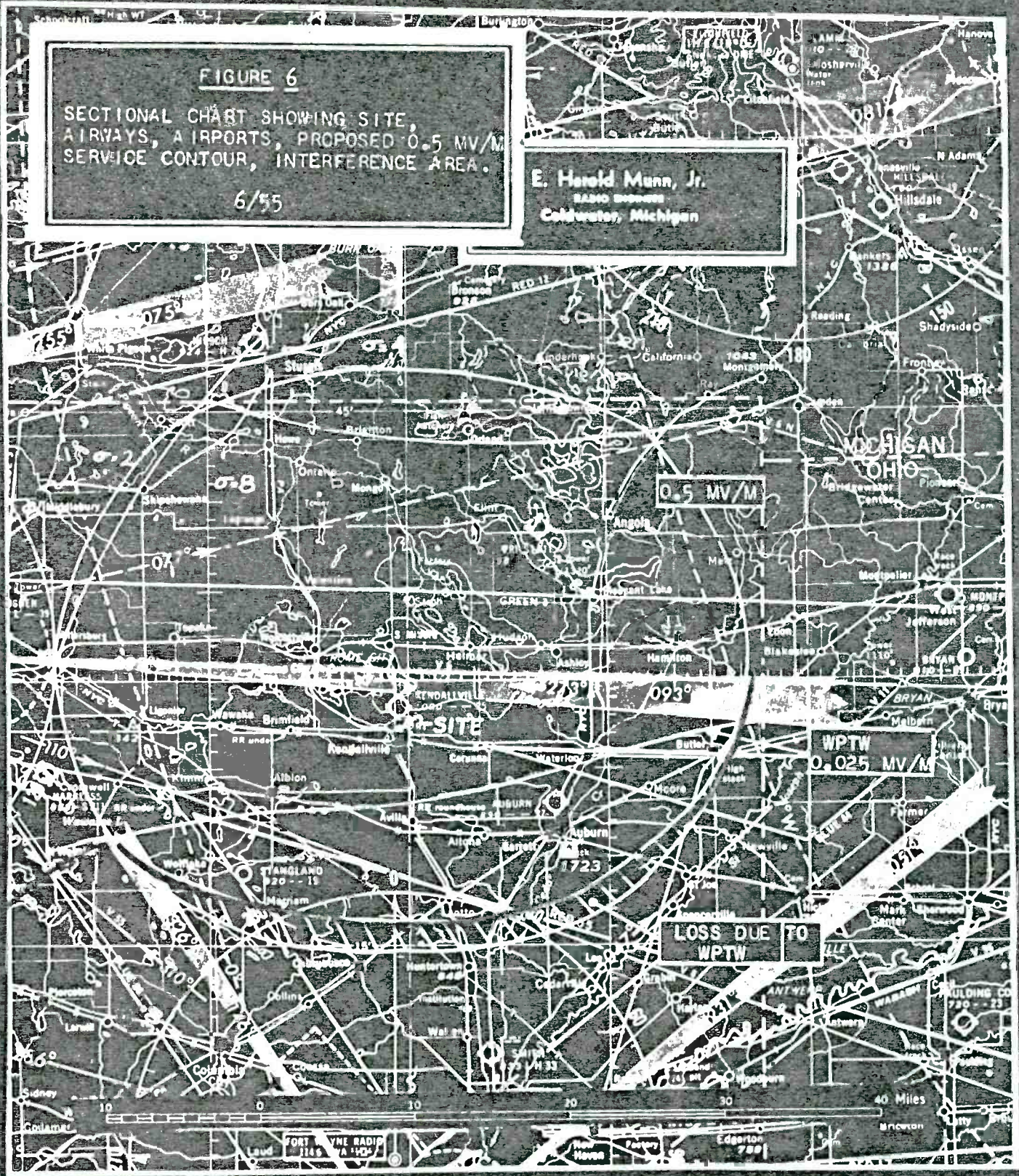
WKJG

AREA LOST DUE TO WSPD

AREA LOST DUE TO WSPD

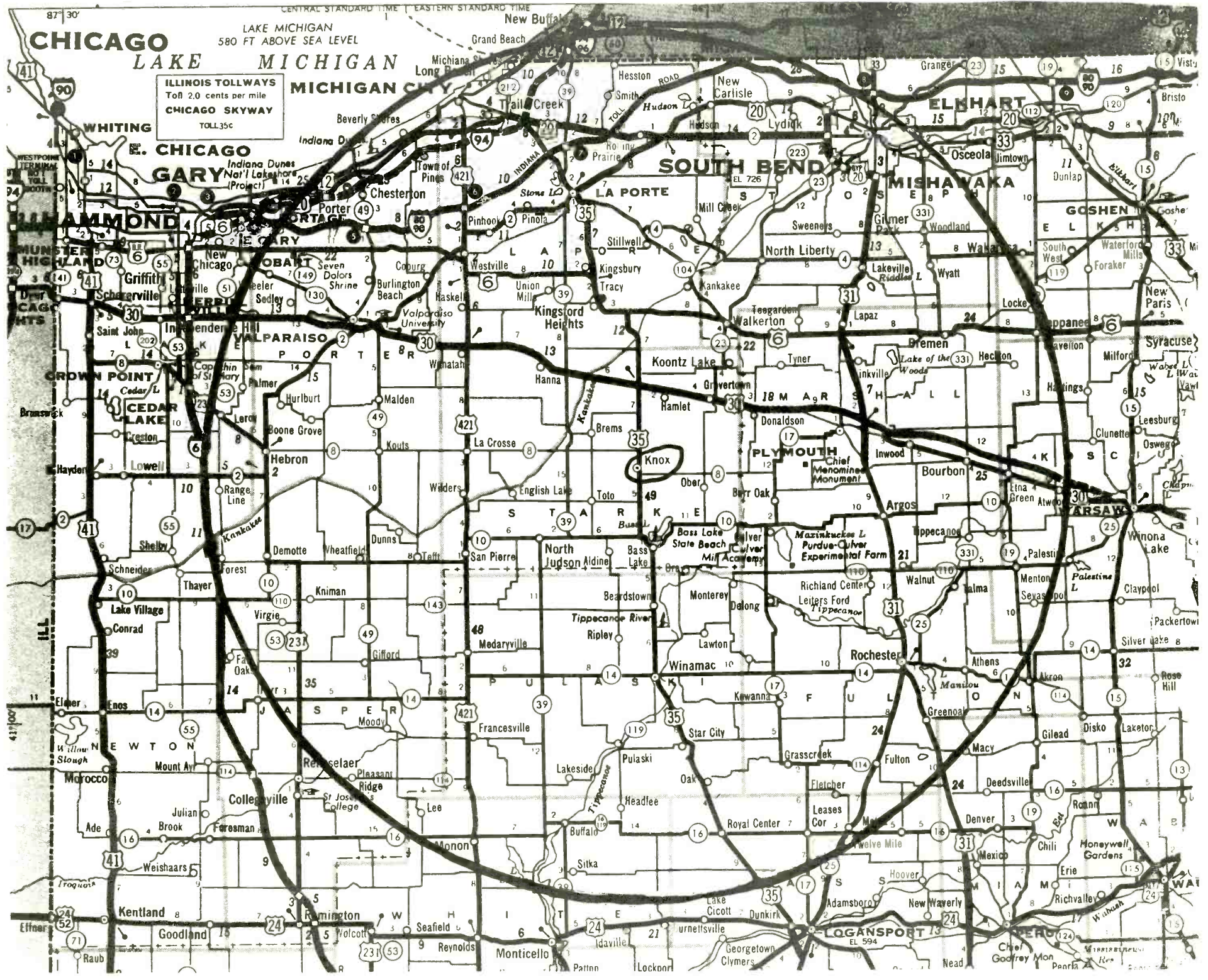
MICHIGAN
OHIO

INDIANA
OHIO



WKTU-1570

WAWK-1140



87° 30'

CENTRAL STANDARD TIME | EASTERN STANDARD TIME

CHICAGO

LAKE MICHIGAN
580 FT ABOVE SEA LEVEL

ILLINOIS TOLLWAYS
Toll 2.0 cents per mile
CHICAGO SKYWAY
TOLL 35c

GARY

SOUTH BEND

MISHAWAKA

ELKHART

CROWN POINT

CEDAR LAKE

LOWELL

HEBRON

LAKE VILLAGE

CONRAD

ENOS

MOROCCO

NEWTON

COLLEGEVILLE

WEISHAARS

KENTLAND

GOODLAND

RAUB

VALPARAISO

PORTER

HEBRON

WHEATFIELD

DEMOTTE

THAYER

LAKE VILLAGE

CONRAD

ENOS

MOROCCO

NEWTON

COLLEGEVILLE

WEISHAARS

KENTLAND

GOODLAND

RAUB

VALPARAISO

PORTER

HEBRON

WHEATFIELD

DEMOTTE

THAYER

LAKE VILLAGE

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KENTLAND

GOODLAND

RAUB

VALPARAISO

PORTER

HEBRON

WHEATFIELD

DEMOTTE

THAYER

LAKE VILLAGE

CONRAD

ENOS

MOROCCO

NEWTON

COLLEGEVILLE

WEISHAARS

KENTLAND

GOODLAND

RAUB

VALPARAISO

PORTER

HEBRON

WHEATFIELD

DEMOTTE

THAYER

LAKE VILLAGE

CONRAD

ENOS

MOROCCO

NEWTON

COLLEGEVILLE

WEISHAARS

KENTLAND

GOODLAND

RAUB

PLYMOUTH

BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

MACY

DENVER

MEXICO

LOGANSPORT

PERU

ARSAW

WINONA LAKE

CLUNETTE

OSWEGO

LEESBURG

WINONA LAKE

CLAYPOOL

SILVER LAKE

ROSE HILL

LAKETON

DISKO

WAB

KNOX

BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

MACY

DENVER

MEXICO

LOGANSPORT

PERU

BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

MACY

DENVER

MEXICO

LOGANSPORT

PERU

ARSAW

WINONA LAKE

CLUNETTE

OSWEGO

LEESBURG

WINONA LAKE

CLAYPOOL

SILVER LAKE

ROSE HILL

LAKETON

DISKO

WAB

KNOX

BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

MACY

DENVER

MEXICO

LOGANSPORT

PERU

BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

MACY

DENVER

MEXICO

LOGANSPORT

PERU

ARSAW

WINONA LAKE

CLUNETTE

OSWEGO

LEESBURG

WINONA LAKE

CLAYPOOL

SILVER LAKE

ROSE HILL

LAKETON

DISKO

WAB

KNOX

BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

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CLUNETTE

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LEESBURG

WINONA LAKE

CLAYPOOL

SILVER LAKE

ROSE HILL

LAKETON

DISKO

WAB

KNOX

BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

MACY

DENVER

MEXICO

LOGANSPORT

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BOURBON

ARGOS

ROCHESTER

WINAMAC

STAR CITY

GRASSCREK

FULTON

MACY

DENVER

MEXICO

LOGANSPORT

PERU

ARSAW

WINONA LAKE

CLUNETTE

OSWEGO

LEESBURG

WINONA LAKE

CLAYPOOL

SILVER LAKE

ROSE HILL

(WKVI- RATE CARD NUMBER E)

STANDARD TIME GUARANTEED RATES

	1X	13X	26X	52X	104X	156X	260X	312X	520X
60 sec.	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec.	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25

NEWS — Add 10% to Standard Time Guaranteed Earned Rate.

WKVI- Tailor-Made Advertising Turns On Customers!

RUN OF SCHEDULE RATES — WEEKLY SATURATION PLAN

	10 weekly	15 weekly	20 weekly	30 weekly	40 weekly	50 weekly
60 sec.	4.15	3.85	3.60	3.30	3.00	2.70
30 sec.	2.95	2.75	2.55	2.35	2.15	1.95
10 sec.	Straight \$2.00 rate — minimum of 10 spots.					

Weekly Saturation Frequency Discounts

13 weeks — 10% 26 weeks — 15% 39 weeks — 17½% 52 weeks — 20%

PROGRAM TIME RATES

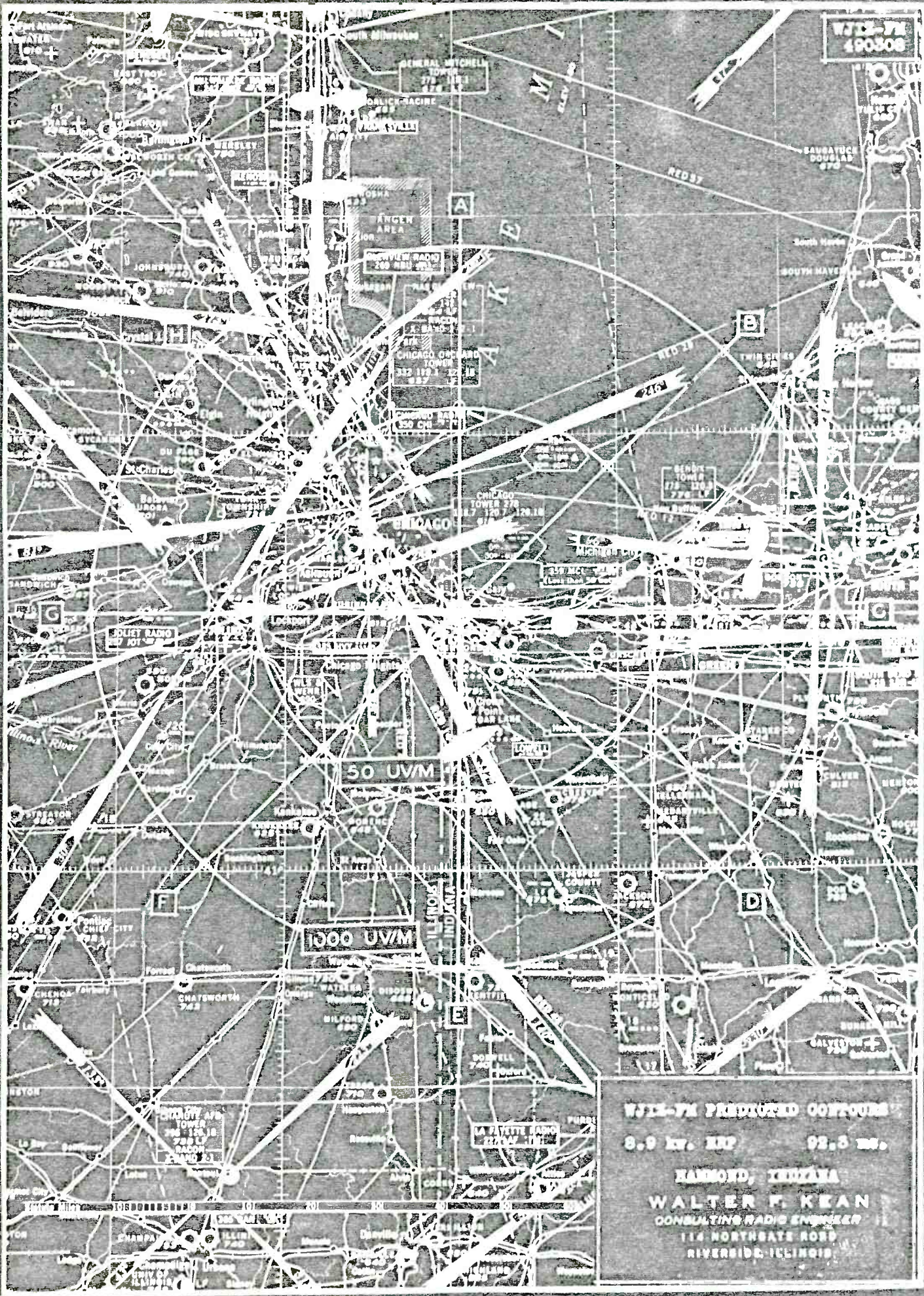
	1 Hour	½ Hour	¼ Hour	10 Minutes	5 Minutes
1 weekly	\$ 30.00	\$ 20.00	\$12.00	\$ 9.00	\$ 6.00
3 weekly	75.00	48.00	27.00	21.00	*15.00
5 weekly	125.00	80.00	45.00	35.00	25.00
7 weekly	175.00	112.00	63.00	49.00	35.00

Program Frequency Discounts

13 weeks — 10% 26 weeks — 15% 39 weeks — 17½% 52 weeks — 20%

Sports and Special Package Rates On Request

WJIL-FM
190308



WJIL-FM PREDICTED CONTOURS
 8.9 kv. ERP 92.5 mc.

HAMMOND, INDIANA
 WALTER F. KEAN
 CONSULTING RADIO ENGINEER
 114 NORTHBATE ROAD
 RIVERSIDE, ILLINOIS

WJIL-FM



WJVA

FIELD INTENSITY CONTOURS
 STATION WJVA SOUTH BEND
 1580 KC
 EDWARD H. CLARK
 Consulting Engineer
 Detroit, Michigan

(Established December 22, 1947)

- 0.5 MV PRIMARY
- 0.1 MV SECONDARY

"SOUTH BEND'S HOME STATION"

NORTH HICKORY ROAD • P. O. BOX 179
 SOUTH BEND, INDIANA

1000 Watts
 1580 Kilocycles

Central 4-1111

BASIC MARKET DATA 1970 SRDS

(Area)	
Total Population	886,100
Primary Area	485,630
Total Households	262,500
Primary Area	128,820
Total Radio Homes	257,250
Primary Area	130,177
Total Effective Buying Income	\$2,034,254,000.00
Primary Area	965,869,280.00
Total Retail Sales	1,187,815,000.00
Primary Area	578,274,000.00
Total Food Sales	329,258,000.00
Primary Area	125,937,190.00
Total Drug Sales	51,264,000.00
Primary Area	20,667,000.00
Total General Merchandise Sales	158,627,000.00
Primary Area	90,911,440.00

(City Zone)	
Population	177,200
Households	56,460
Consumer Spendable Income	636,097,000.00
Total Retail Sales	390,353,000.00
Food Sales	76,385,000.00
Drug Sales	14,343,000.00
General Mdse. Sales	90,726,000.00

(Metro Area)	
Population	282,500
Households	88,790
Consumer Spendable Income	932,143,000.00
Total Retail Sales	499,398,000.00
Food Sales	100,559,000.00
Drug Sales	16,852,000.00
General Mdse. Sales	94,860,000.00

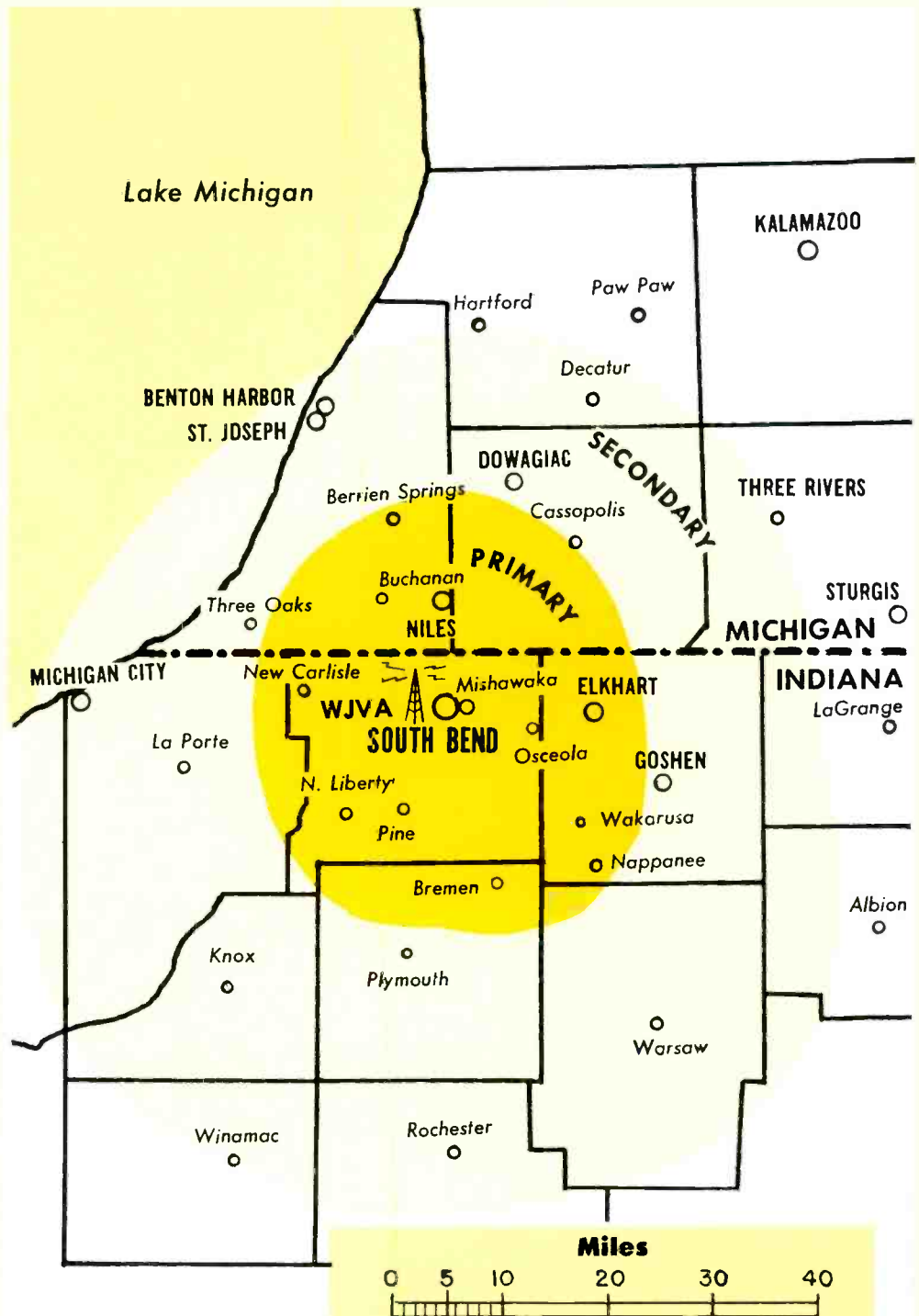
COUNTIES COVERED

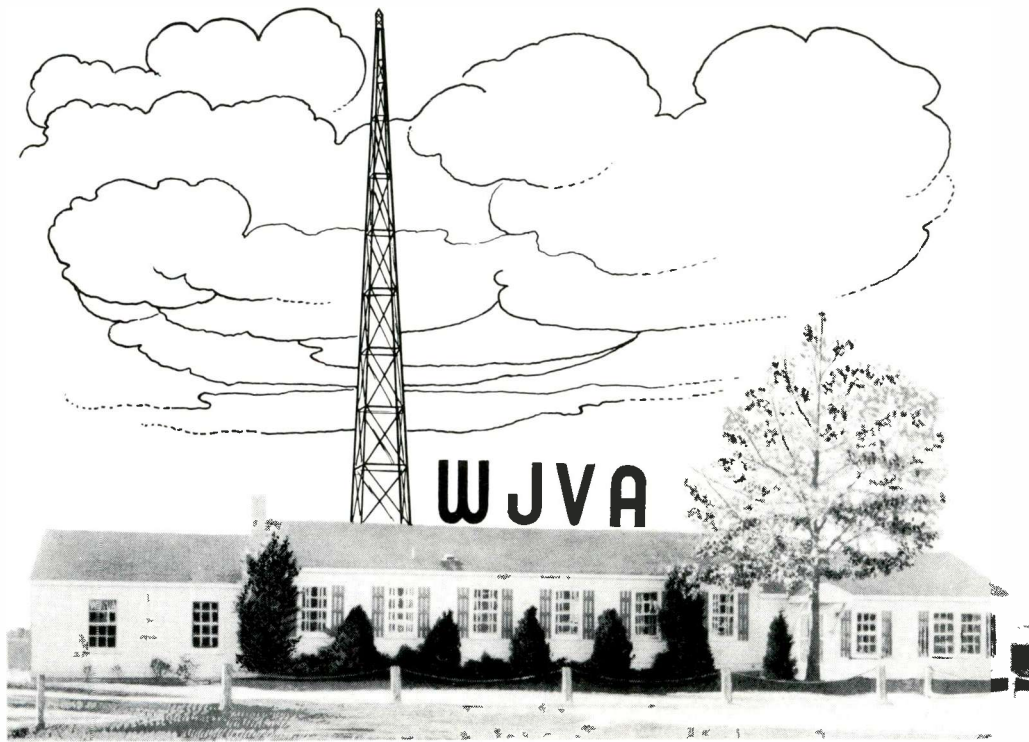
Indiana

ST. JOSEPH	ELKHART
LA PORTE	STARKE
MARSHALL	FULTON
KOSCIUSKO	PULASKI

Michigan

BERRIEN	CASS
ST. JOSEPH	VAN BUREN





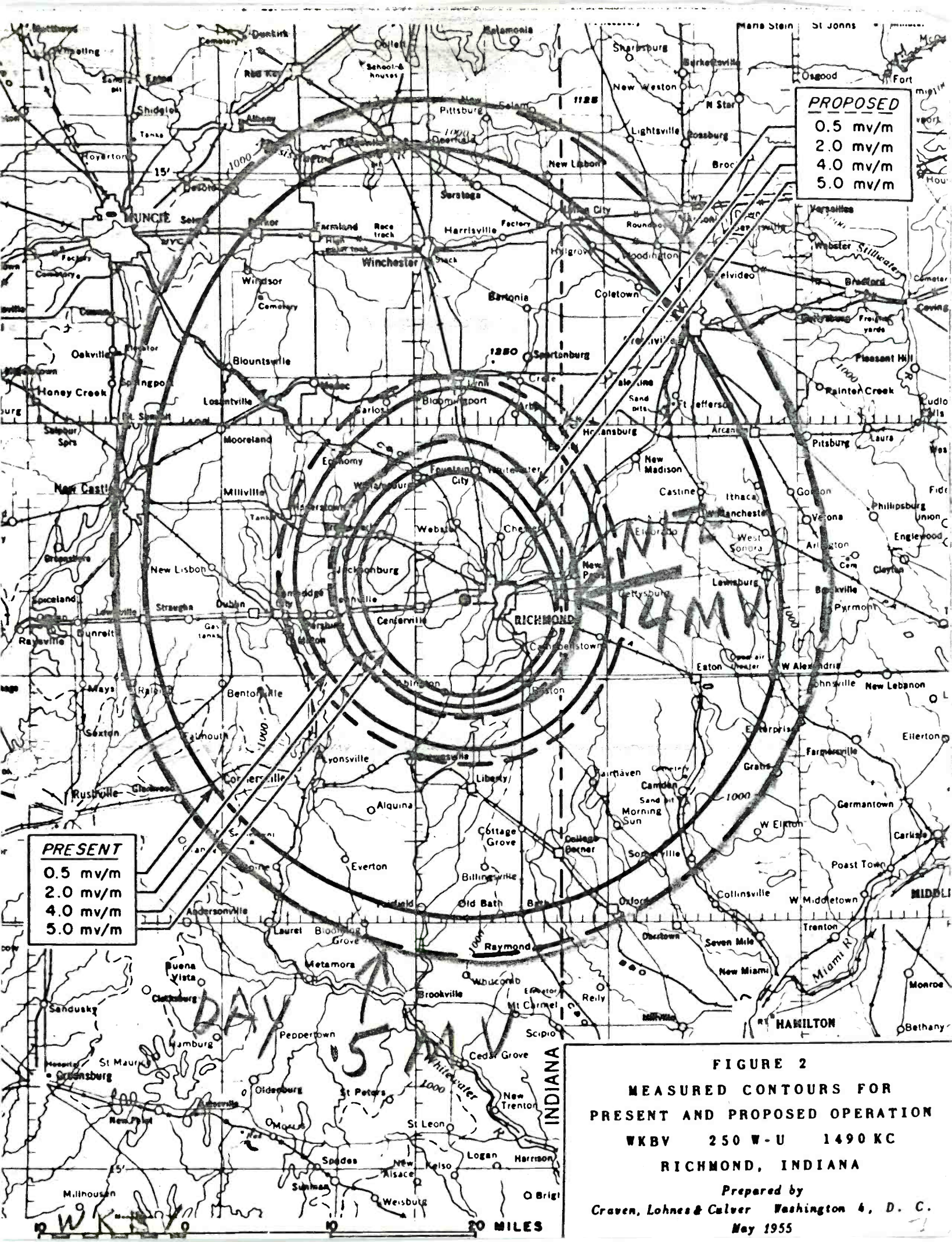
WJVA

(Established December 22, 1947)

"SOUTH BEND'S HOME STATION"

NORTH HICKORY ROAD • P. O. BOX 179

SOUTH BEND, INDIANA



PROPOSED
 0.5 mv/m
 2.0 mv/m
 4.0 mv/m
 5.0 mv/m

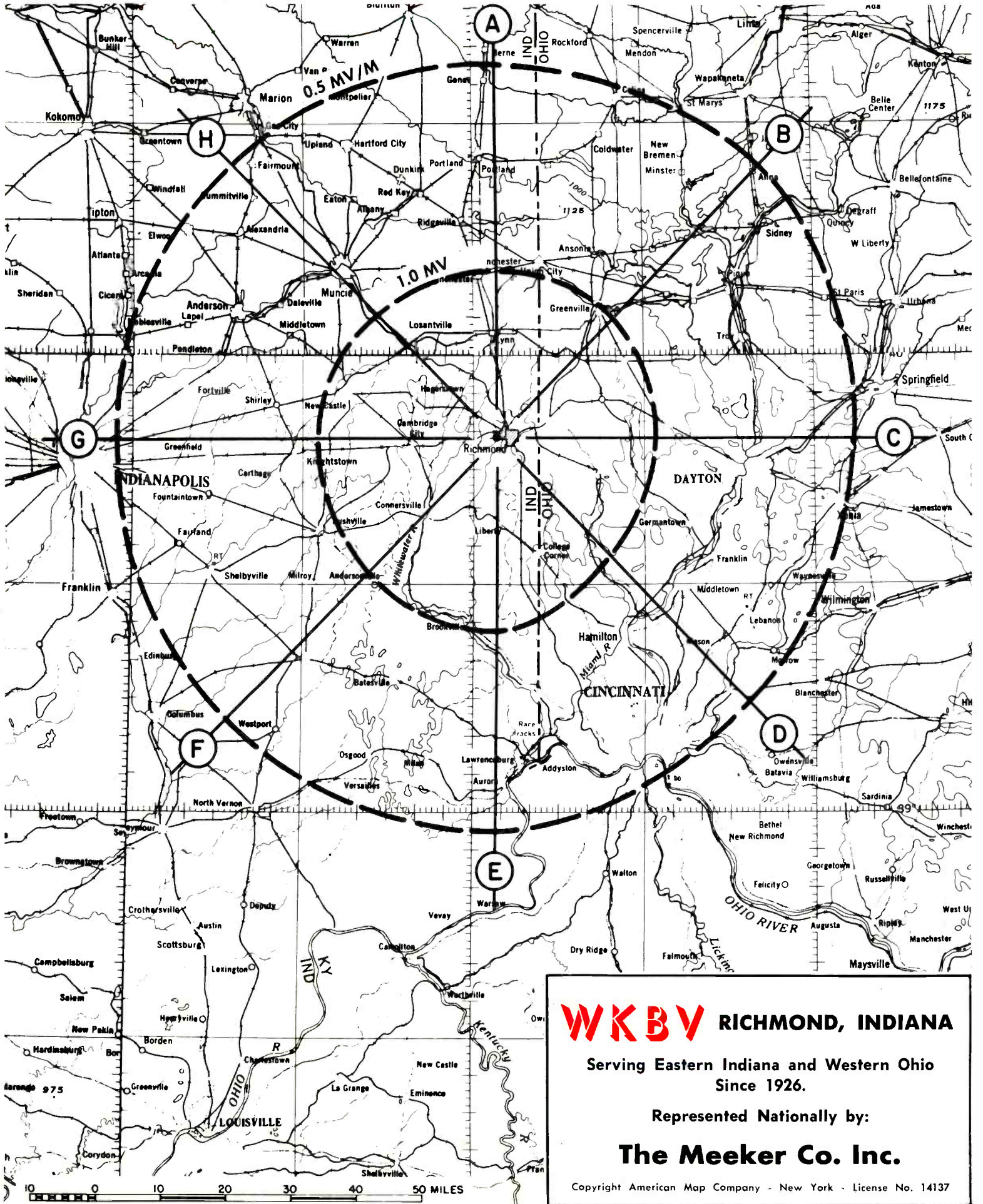
PRESENT
 0.5 mv/m
 2.0 mv/m
 4.0 mv/m
 5.0 mv/m

FIGURE 2
MEASURED CONTOURS FOR
PRESENT AND PROPOSED OPERATION
WKBV 250 W-U 1490 KC
RICHMOND, INDIANA
Prepared by
Craven, Lohnes & Culver Washington 4, D. C.
May 1955

WKBY

ABC Radio Network

24 HOURS A DAY AM & FM



WKBY RICHMOND, INDIANA

Serving Eastern Indiana and Western Ohio
Since 1926.

Represented Nationally by:

The Meeker Co. Inc.

Copyright American Map Company - New York - License No. 14137

ILLINOIS

250 WATTS
DAYTIME ONLY
1550 KC

PARKE

WKQV

1550



SCALE: 1 inch = 100 miles. Inner Circle...Class "A" signal. Outer Circle...Class "B" signal.

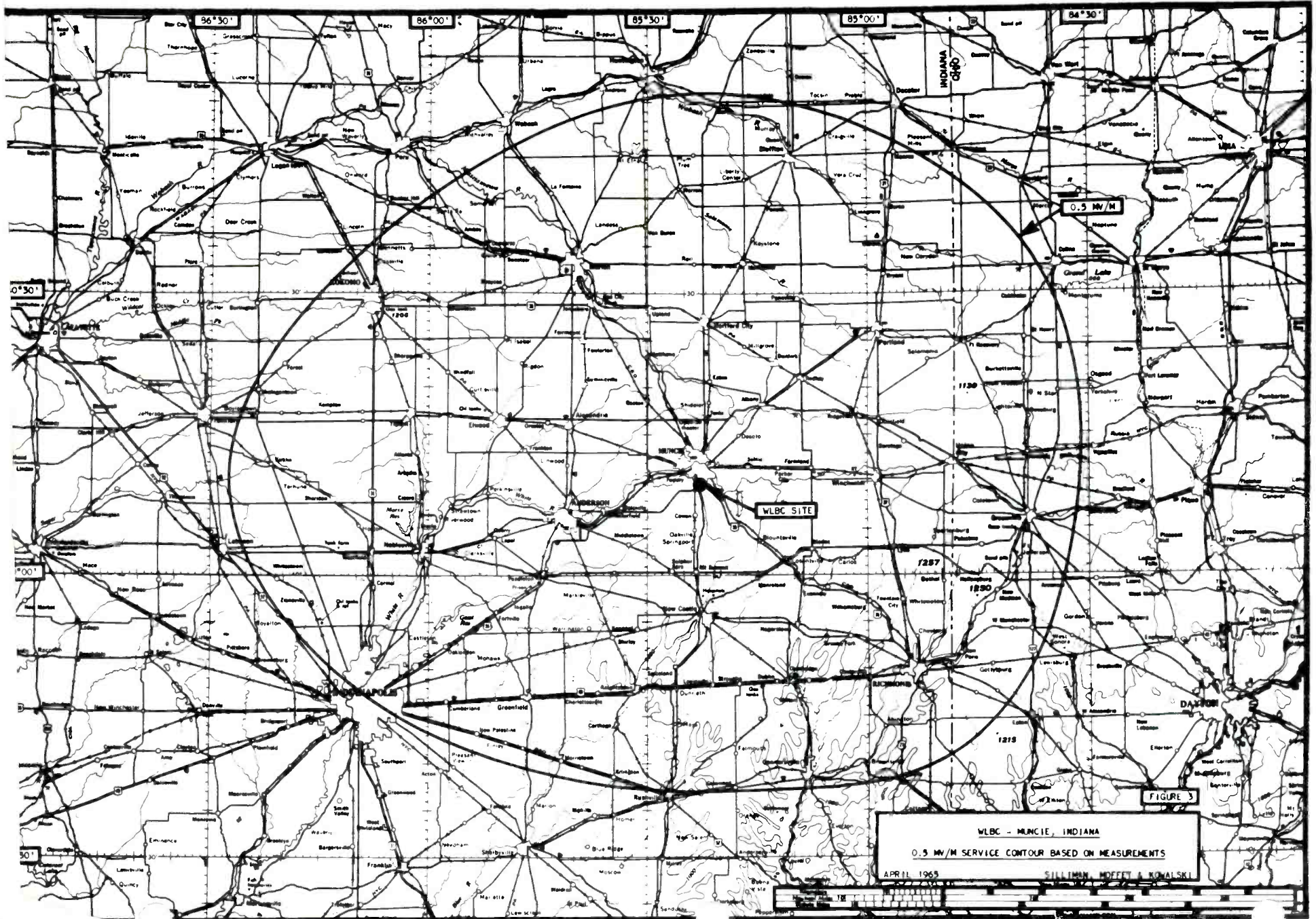
POPULATION: Within 25 miles radius, excluding both Terre Haute and Vincennes, over 150,000 people live. Within 50 miles, over 250,000 people live.

COVERING THE WHEAT AGRICULTURAL WABASH VALLEY IN BOTH ILLINOIS AND INDIANA.

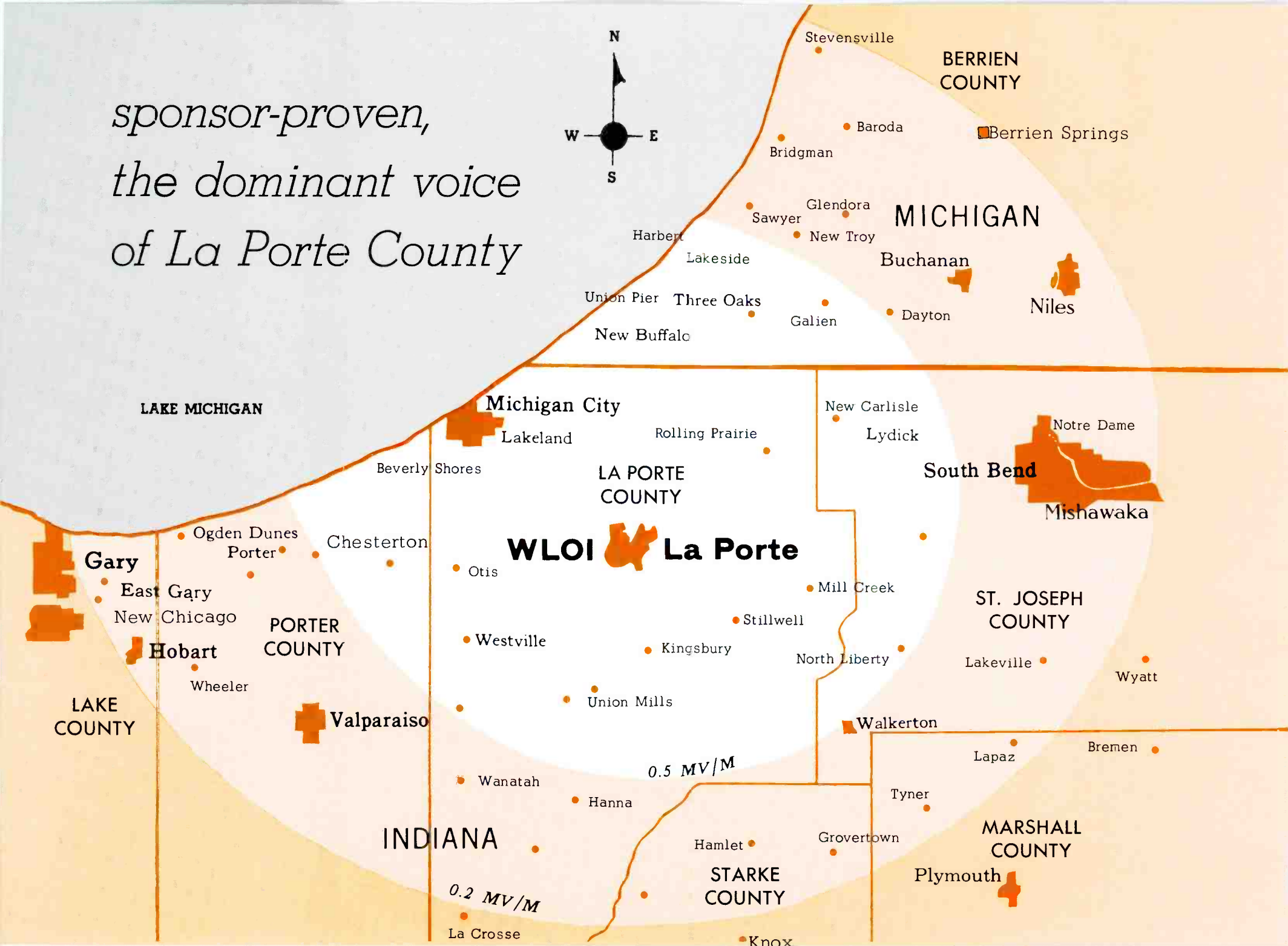
Tri City Radio Corp.
"Radio Center"
829 E. 29th Street
Muncie, Ind.
Phone 317-288-4403

W L B C
Muncie, Ind.

.....Established Nov. 1926
1000 watts, Day; 250, Night
CBI Radio for Eastern
Indiana.



*sponsor-proven,
the dominant voice
of La Porte County*



market statistics

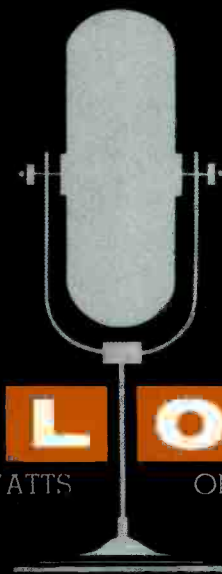
Dee O. Coe, President

Walter H. Olson, General Manager

Represented by Gil-Perna, Inc.

Classification	Within 0.5 MV/M Contour	Within 0.2 MV/M Contour	Classification	Within 0.5 MV/M Contour	Within 0.2 MV/M Contour
Population	111,535	357,914	Retail Sales	\$135,199,696	\$445,050,901
Households	31,660	103,444	Food	34,607,556	108,477,660
Households W/AM Radio	29,151	94,386	Drug	4,318,946	15,515,830
No. Automobiles	39,730	128,202	Apparel	7,957,230	26,943,581
Spendable Income	\$222,229,384	\$761,042,148	Home Furnishings	4,033,982	20,298,918
Avg. Income per household	\$7,342	\$6,813	Automotive	23,003,224	81,354,304
			Filling Station	16,326,198	43,742,954
			General Merchandise	12,043,839	51,747,035

(Source: Standard Rate & Data)



W L O I

250 WATTS

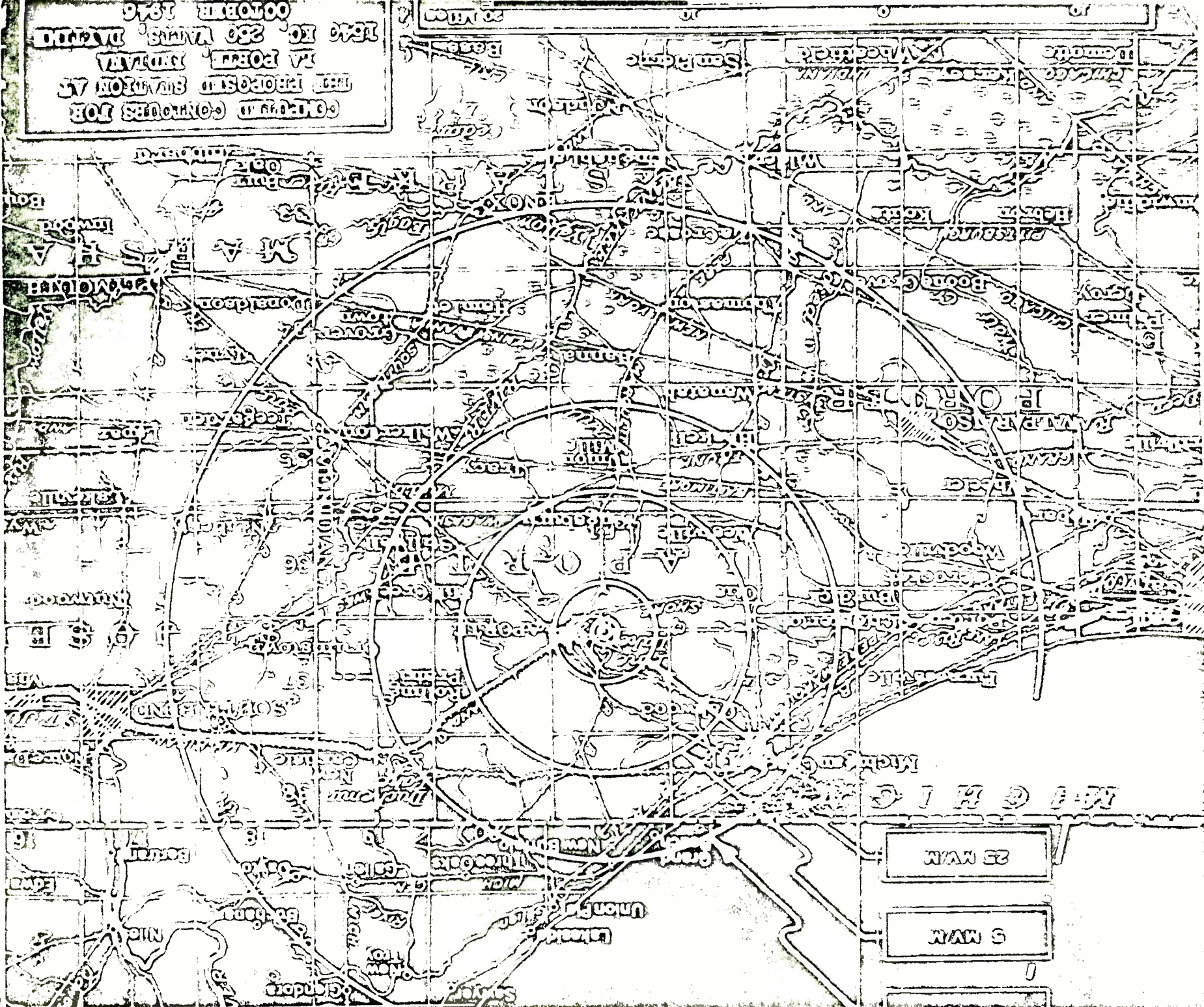
ON 1540

la porte, indiana

WLOI - 1540 La Porte, Indiana 250 watts daytime only

October-1946

WLOI - 1540 KHz. La porte, Indiana 250 watts daytime only. October-1946

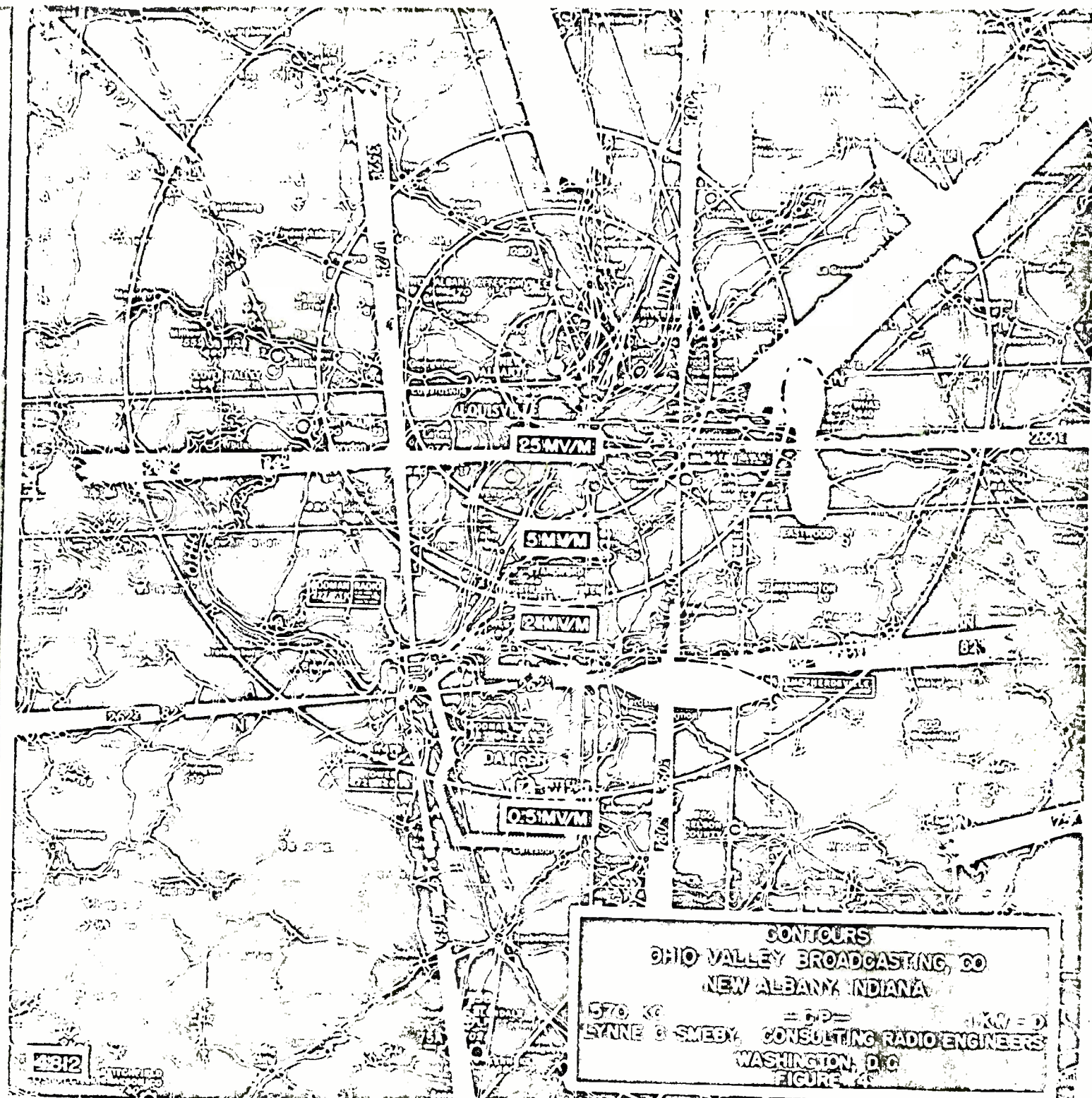


25 W/M

5 W/M

COMPLIANT CONFORMS FOR
THE PROPOSED STATION AT
LA PORTE, INDIANA
TAKE NO. 230 WANTS, DATED
OCTOBER 1946

WLRP - 1570 New Albany, Indiana 1000 watts daytime. (now is WHEL)

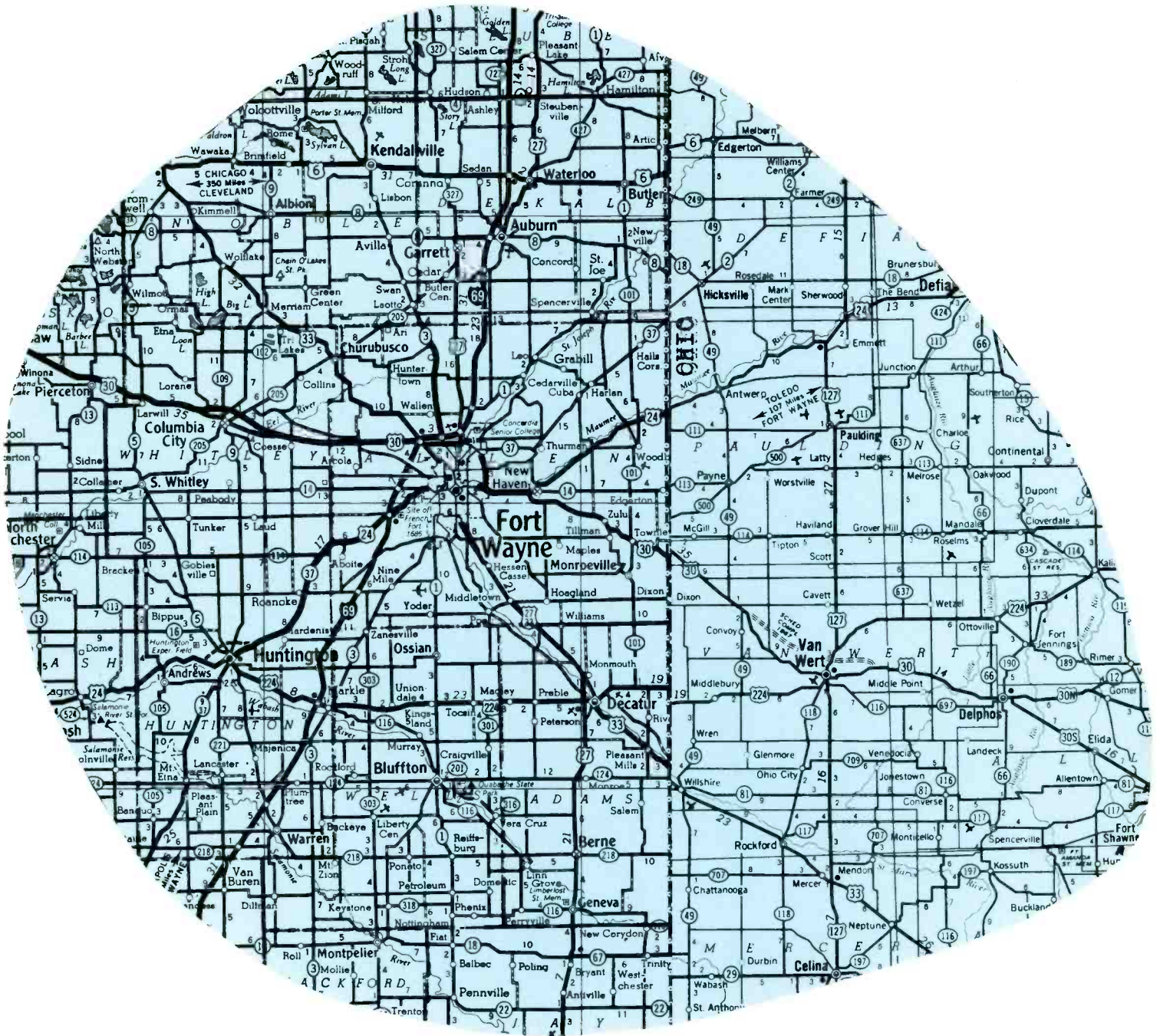


WHEL - 1570 New Albany, Indiana 1000 watts daytime only. (was old WLRP)

WLYV FT. WAYNE



Shepard Broadcasting Corporation



WLYV 1450
"THE LIVE ONE"
FT. WAYNE

Fort Wayne Indiana – City on the move. A growing city with a metro area of 275,000. Located in the heartland of America, within easy driving distance of Chicago, Detroit, Cleveland, Cincinnati and Indiana's capital city, Indianapolis. WLYV in a relatively short amount of time has become the fastest rising radio voice in the market. Operating 24 hours a day, WLYV has become synonymous with Ft. Wayne, Indiana city on the move. WLYV is Ft. Wayne's station "on the move".

WLYV – Ft. Wayne
WLAV – Grand Rapids
WLAV – FM

Shepard Broadcasting Corporation

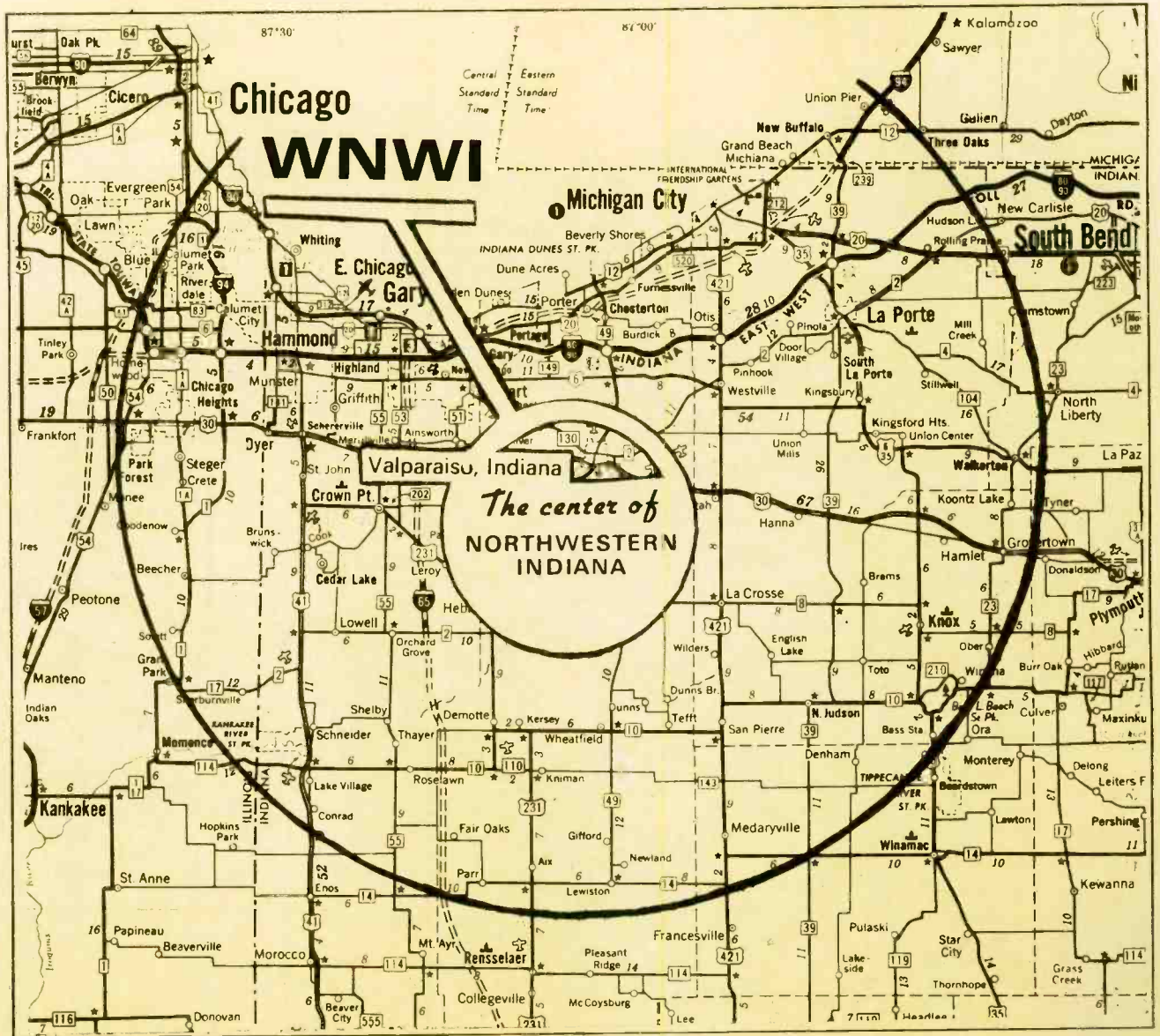
REGIONAL REPS. INC.
 CLEVELAND
 1220 Huron Rd.
 781-0035

ST. LOUIS
 915 Olive St.
 231-9151
 DALLAS
 212 N. Ervay St.
 RI 7-9258

LOS ANGELES
 5670 Wilshire Blvd.
 933-5907
 SAN FRANCISCO
 55 New Montgomery St.
 986-4940

NEW YORK
 521 Fifth Ave.
 MU 2-2170
 CHICAGO
 333 N. Michigan Ave.
 CE 6-1742

NORTHWESTERN INDIANA



UNIQUE
and BIG

W N D I Radio

P. O. Box 545 - Sullivan, Indiana 47882
Telephone - AC 812-268-6322

0.5 MV AREA

Retail Sales

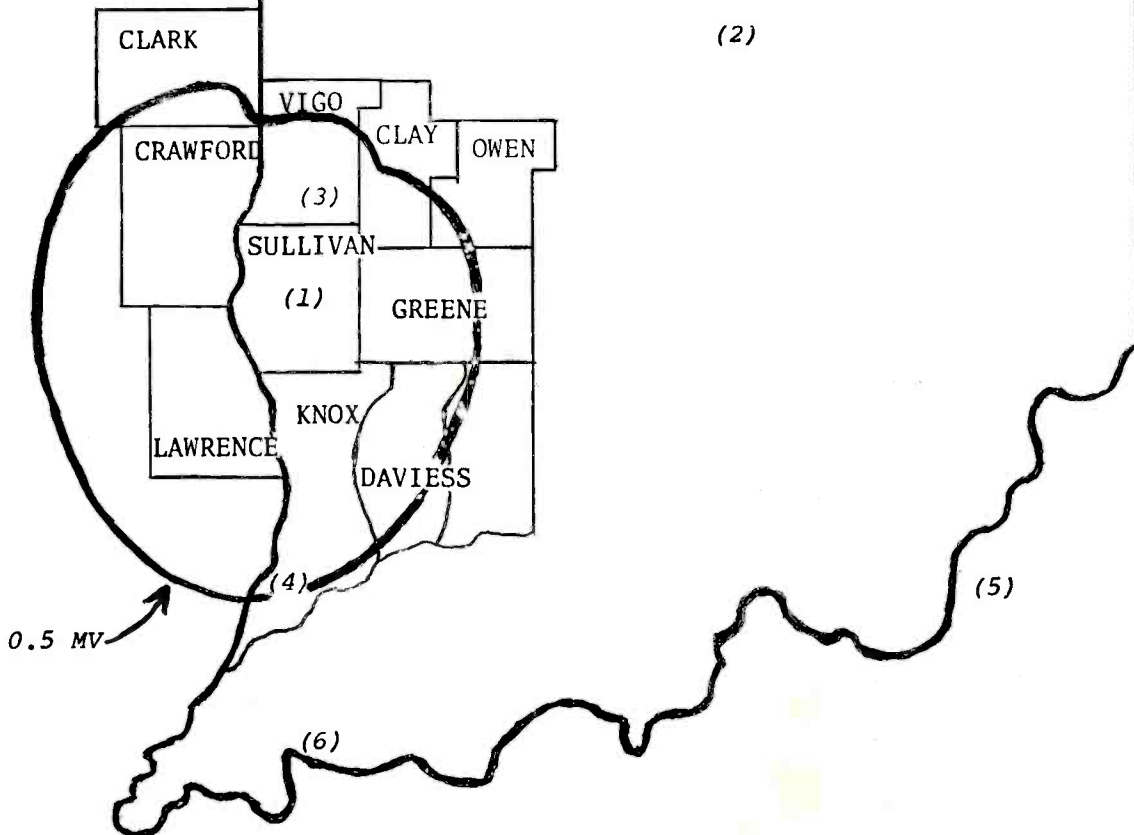
\$310,000,000

Population: 185,500

Key:

- (1) Sullivan
- (2) Indianapolis
- (3) Terre Haute
- (4) Vincennes
- (5) Louisville
- (6) Evansville

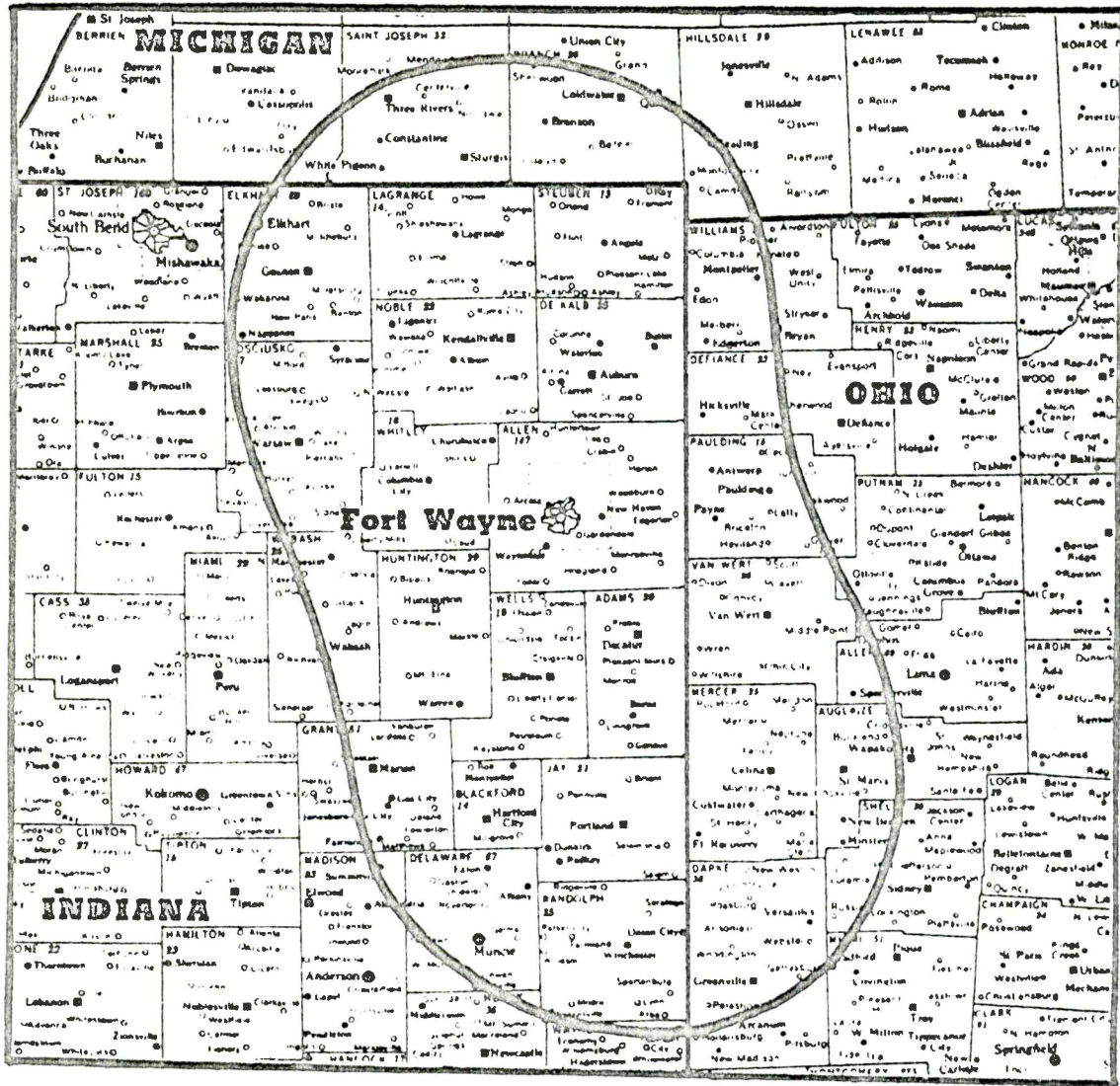
ILL. INDIANA



W-MEE / 1380 KC

FORT WAYNE, INDIANA

W-MEE

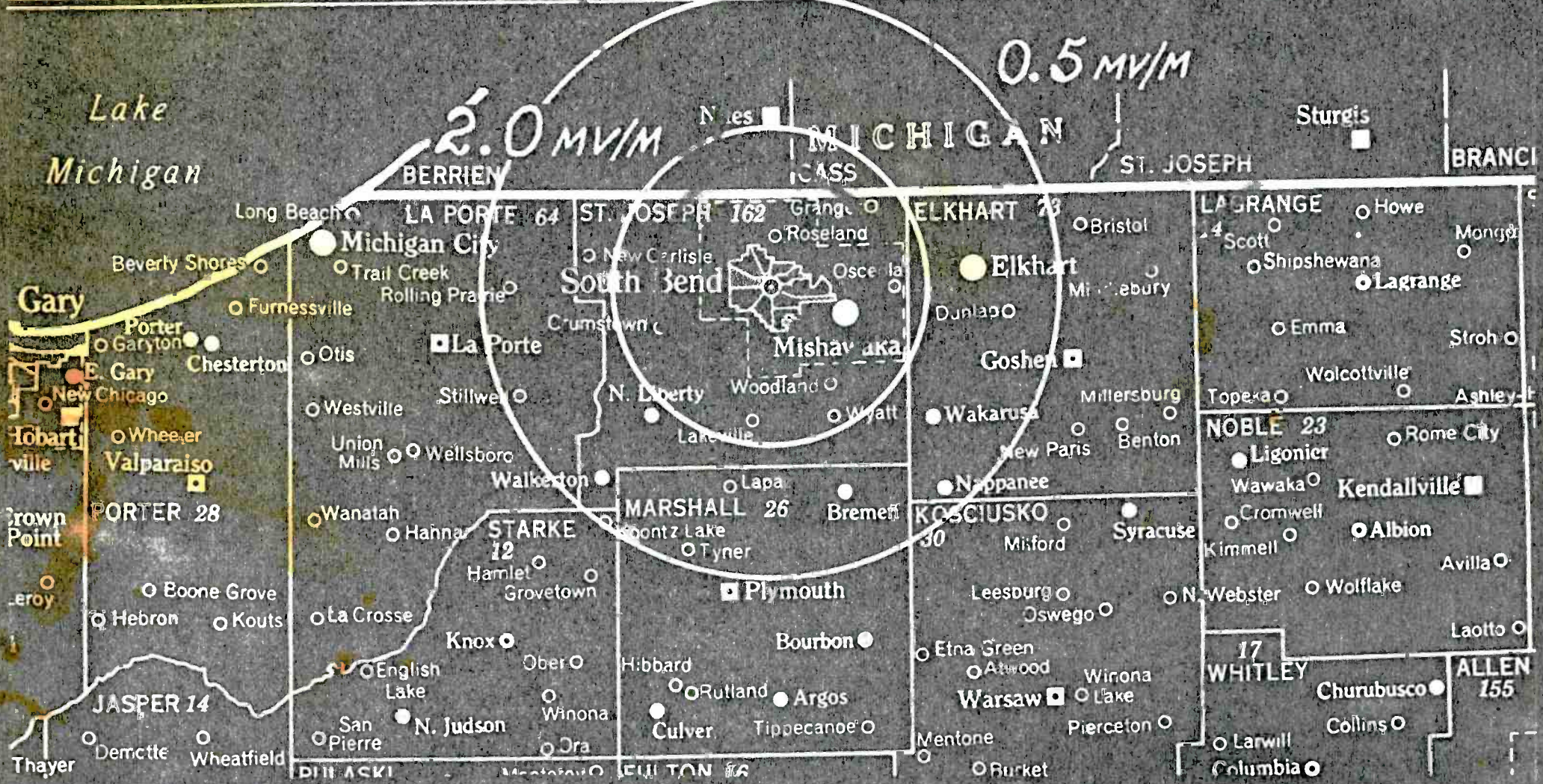


Fort Wayne's 5000 Watt Radio Station

W N D U

CITY-COUNTY STATE MAP

SCALE IN MILES



W N D U
1490

ENGINEERS

**SPECIAL PROGRAM FEATURES
AVAILABLE ON REQUEST**

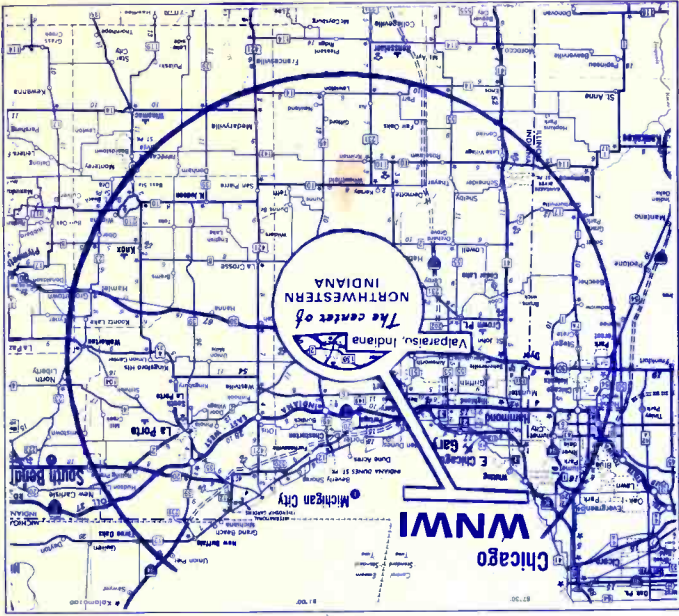
TERMS:

All bills payable when rendered

CLOSING TIME:

All copy and programs must reach station at least 48 hours prior to broadcast; no later than Thursday for Sunday and Monday programs.

**SERVING ALL OF
NORTHWESTERN INDIANA**



ANNOUNCEMENTS

Times	1 Minute	30 Seconds	15 Seconds
1	7.00	5.00	2.50
13	6.75	4.85	2.43
26	6.50	4.70	2.35
52	6.25	4.55	2.27
104	6.00	4.40	2.20
156	5.75	4.25	2.12
260	5.50	4.00	2.00
312	5.25	3.80	1.90
400	5.00	3.60	1.80
500	4.75	3.40	1.70

**POLITICAL BROADCASTS: Card Rate Applies
Payable in advance.**

15% Commission to Agencies Recognized
by WNWV

PROGRAMS

Times	1 Hour	30 Minutes	15 Minutes	10 Minutes	5 Minutes
1	60.00	36.00	23.00	17.00	12.00
13	58.00	34.00	22.00	16.00	11.00
26	56.00	33.00	21.00	15.50	10.50
52	54.00	32.00	20.00	15.00	10.00
104	52.00	31.00	19.00	14.50	9.50
156	50.00	30.00	18.00	14.00	9.00
260	48.00	28.00	17.00	13.50	8.50
312	46.00	27.00	16.00	13.00	8.00

General Information

WNWI - 1080 K.C.

PRESIDENT _____ G. E. HERSHMAN
GENERAL MANAGER _____ JOHN MICHAELS

Mail:

CENTER STREET
VALPARAISO, INDIANA 46383

Telephones:

(219) 462-1080
462-2158

Facilities:

.25 KILOWATT
1080 KILOCYCLES
NON-DIRECTIONAL
SUNRISE TO SUNSET

Operated By:

NORTHWESTERN INDIANA
RADIO CO., INC.

Product & Copy Acceptance:

ALL PRODUCTS AND/OR SERVICES
AND COPY ARE SUBJECT TO
WNWI ACCEPTANCE.

Music Clearance:

BMI, ASCAP AND SESAC
LICENSES, TIME RATES
INCLUDE MUSIC COPYRIGHT FEES.

1080
WNWI



The Hi - Fidelity
Voice of
Northwestern
Indiana

NORTHWESTERN INDIANA BROADCASTING CO.
(AREA CODE 219)
VALPARAISO, INDIANA
462-1080
462-2158

RATE CARD NO. 2 EFFECTIVE APRIL 1, 1967



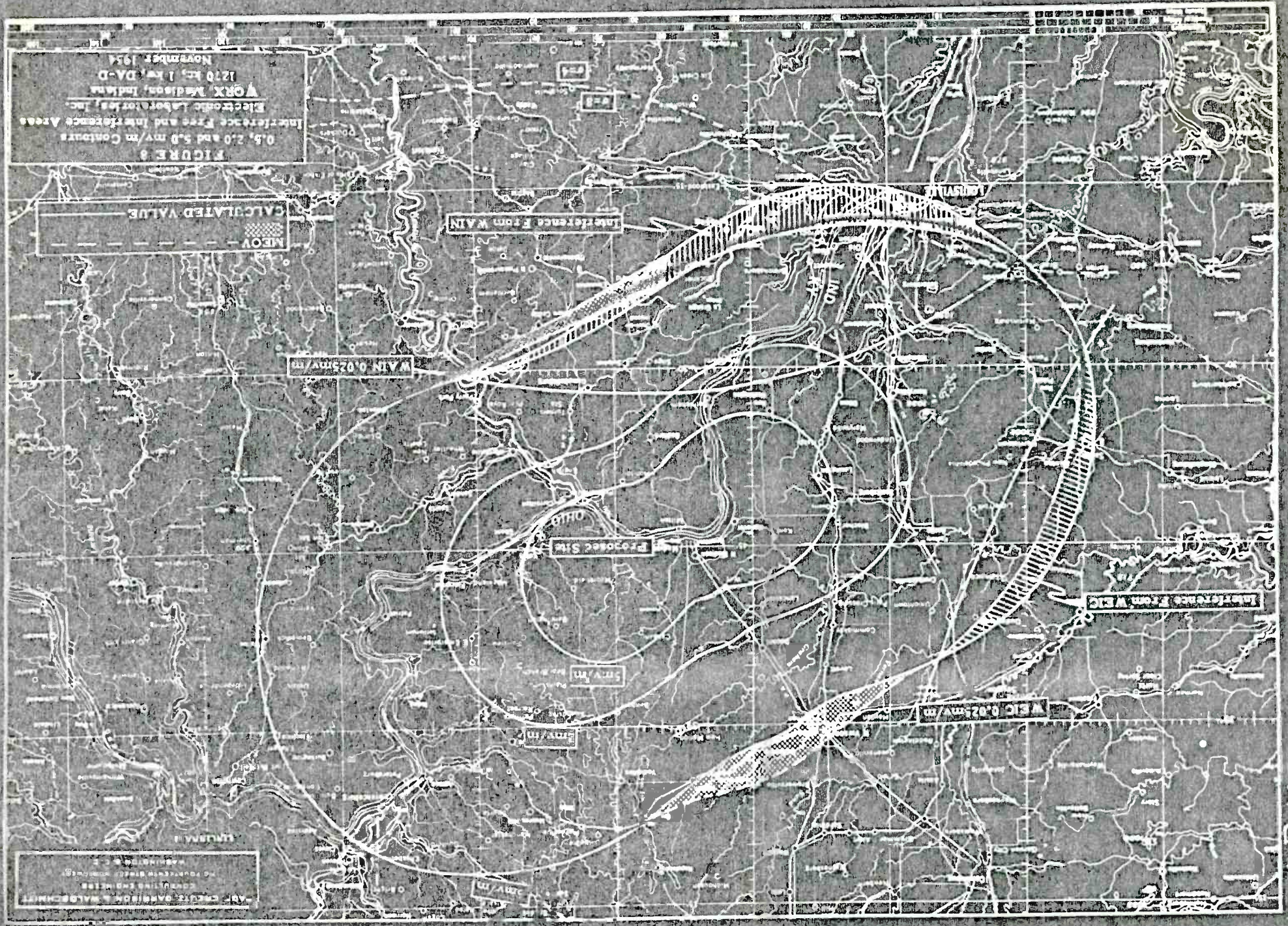


FIGURE 3
 0.5, 2.0 and 5.0 mV/m Contours
 Interference Free and Interference Areas
 Electronic Laboratories, Inc.
 VORX Madison, Indiana
 1710 K.C. 1 m. D.V.-D
 November, 1954

MEBOV
 CALCULATED VALUE

Interference from W.A.N.

W.A.N. 0.025 mV/m

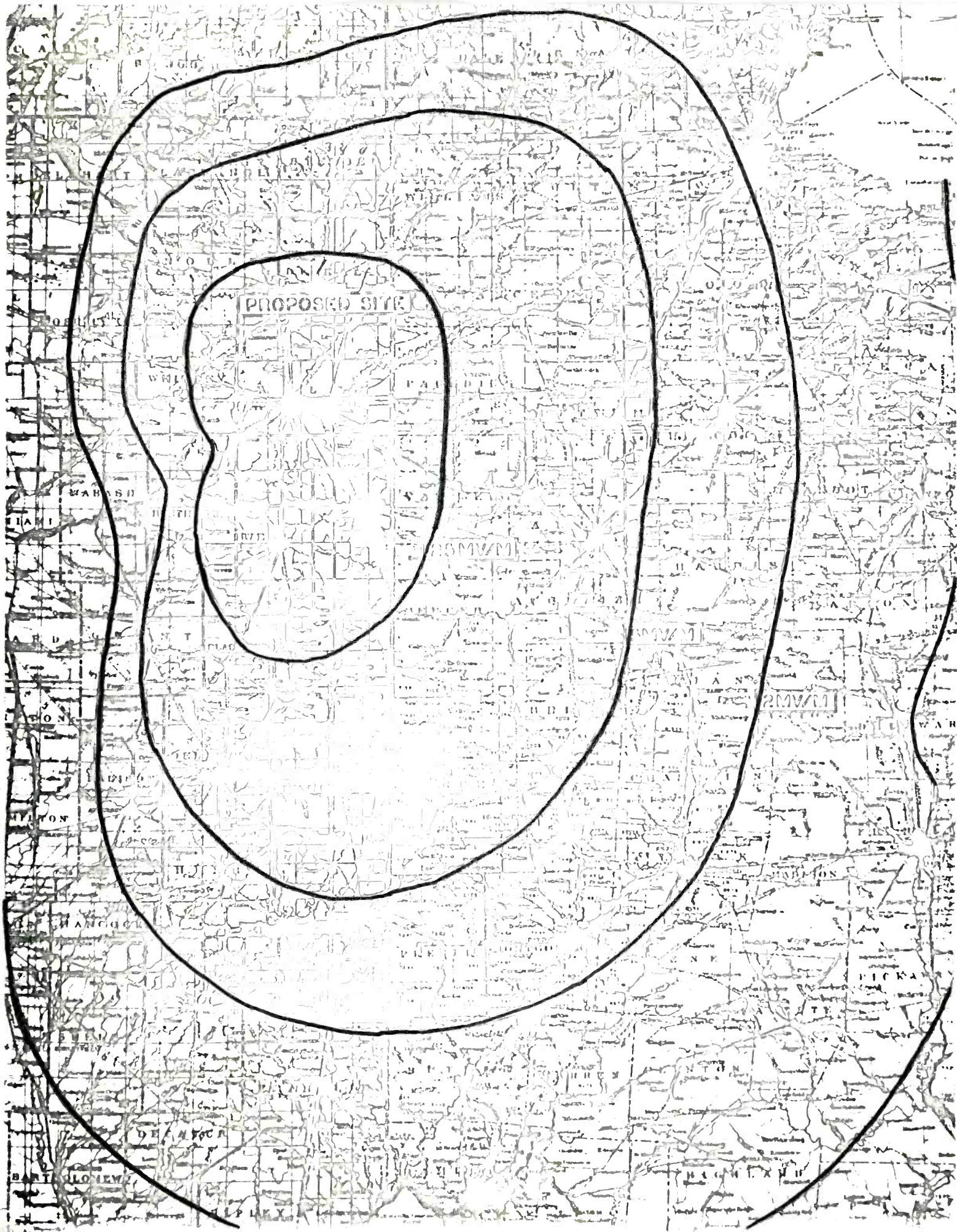
Proposed Site

Interference from V.M.C.

V.M.C. 0.025 mV/m

V.M.C. 0.025 mV/m
 W.A.N. 0.025 mV/m
 MEBOV
 CALCULATED VALUE

VORX



March - 1946

WOWO Fort Wayne, Indiana 1190 KHz. 50,000 watts NIGHTIME pattern.

WBNL
Boonville, Ind.
Ph: 897-2080

WPCO

News
Music
Farm Features

Mt. Vernon Broadcasting Co., Inc.

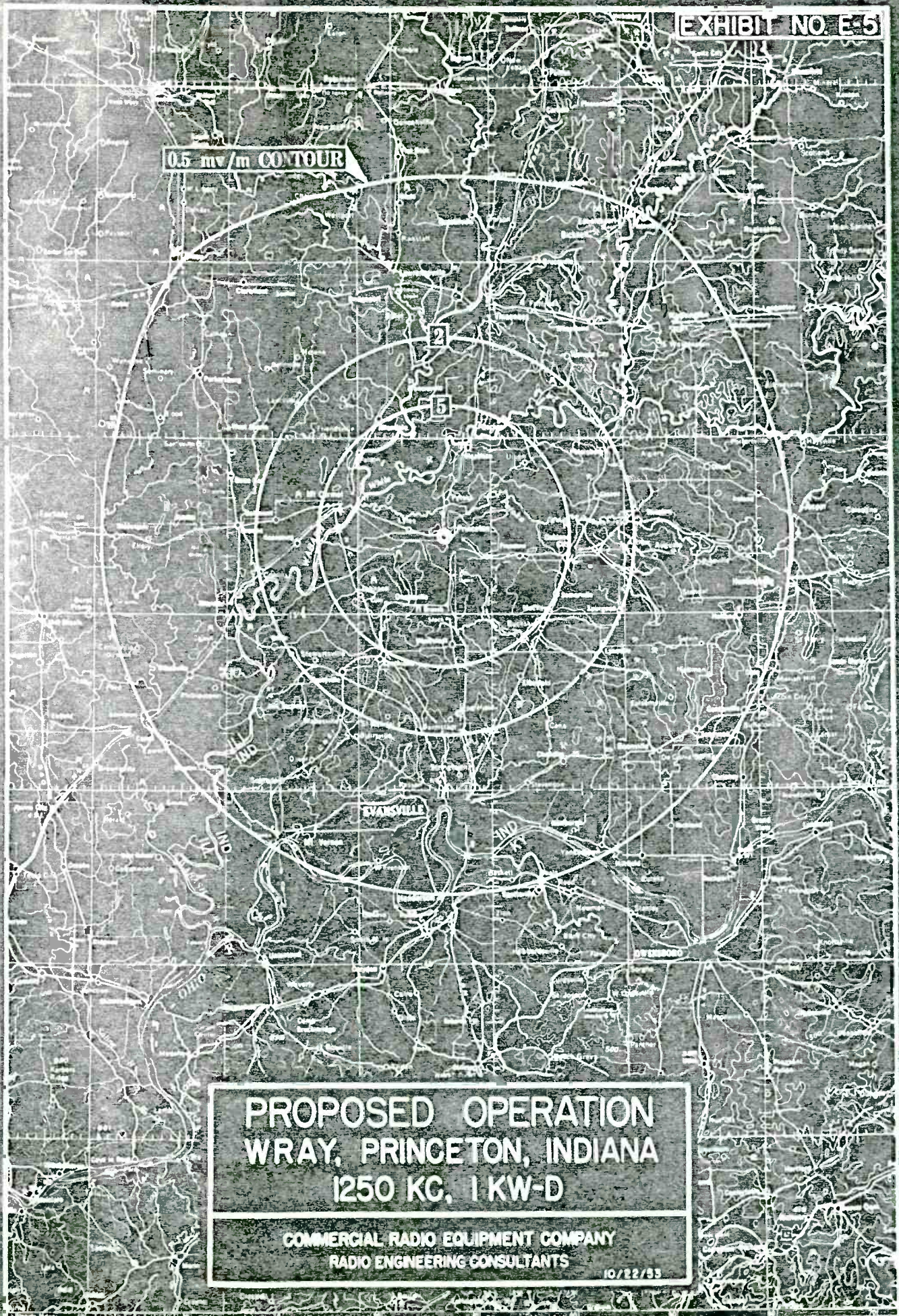
H. C. SANDERS, President

Phone: 838-4484

F. COURTNEY SMITH, Manager

MT. VERNON, INDIANA

0.5 mv/m CONTOUR



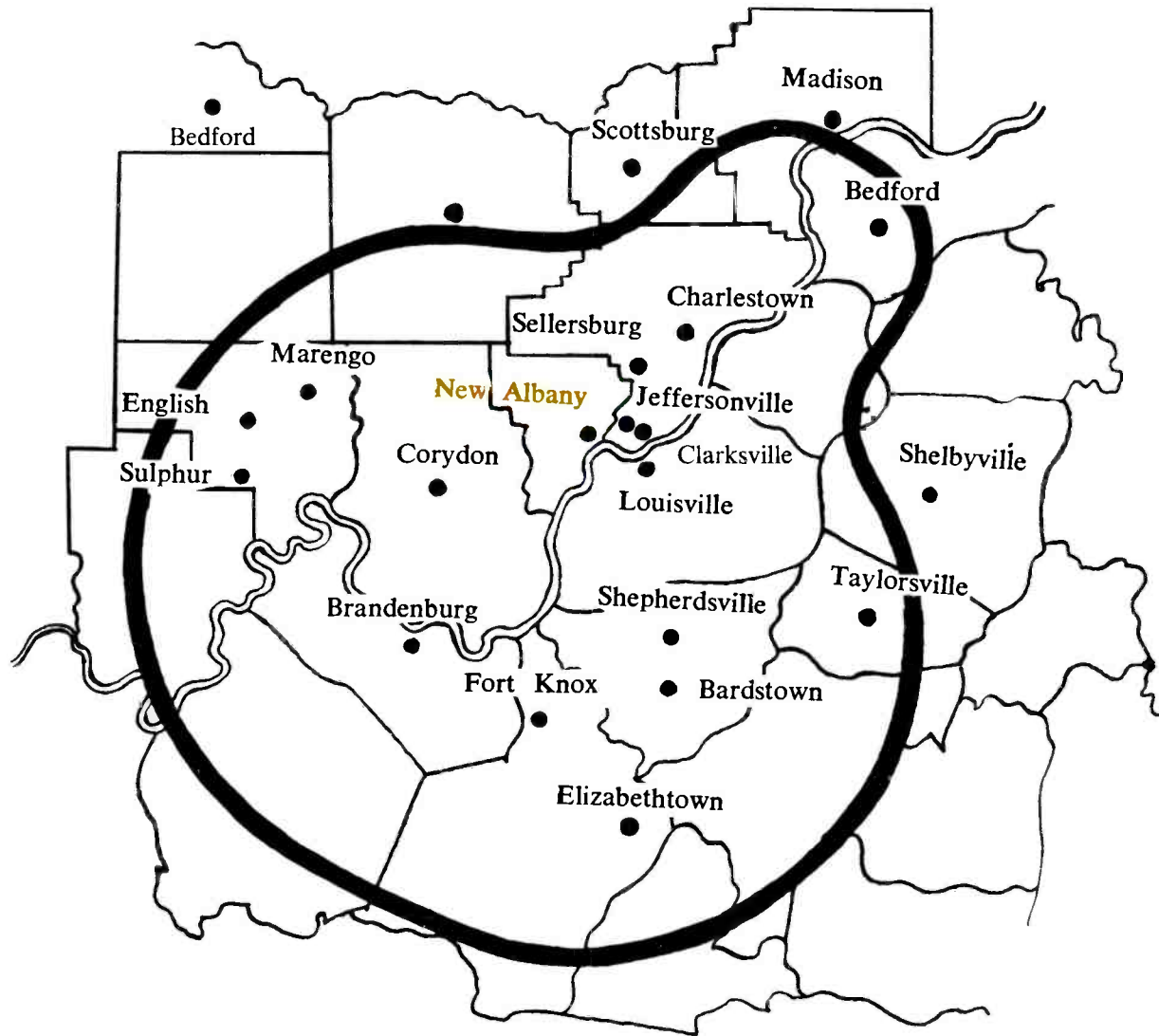
**PROPOSED OPERATION
WRAY, PRINCETON, INDIANA
1250 KC, 1 KW-D**

COMMERCIAL RADIO EQUIPMENT COMPANY
RADIO ENGINEERING CONSULTANTS

10/22/53

RADIO 1290

812/945-9195 • E. 4th & SPRING STS. • P.O. BOX 634 • NEW ALBANY, INDIANA 47150



W
R
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W
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Y

WREY 1290

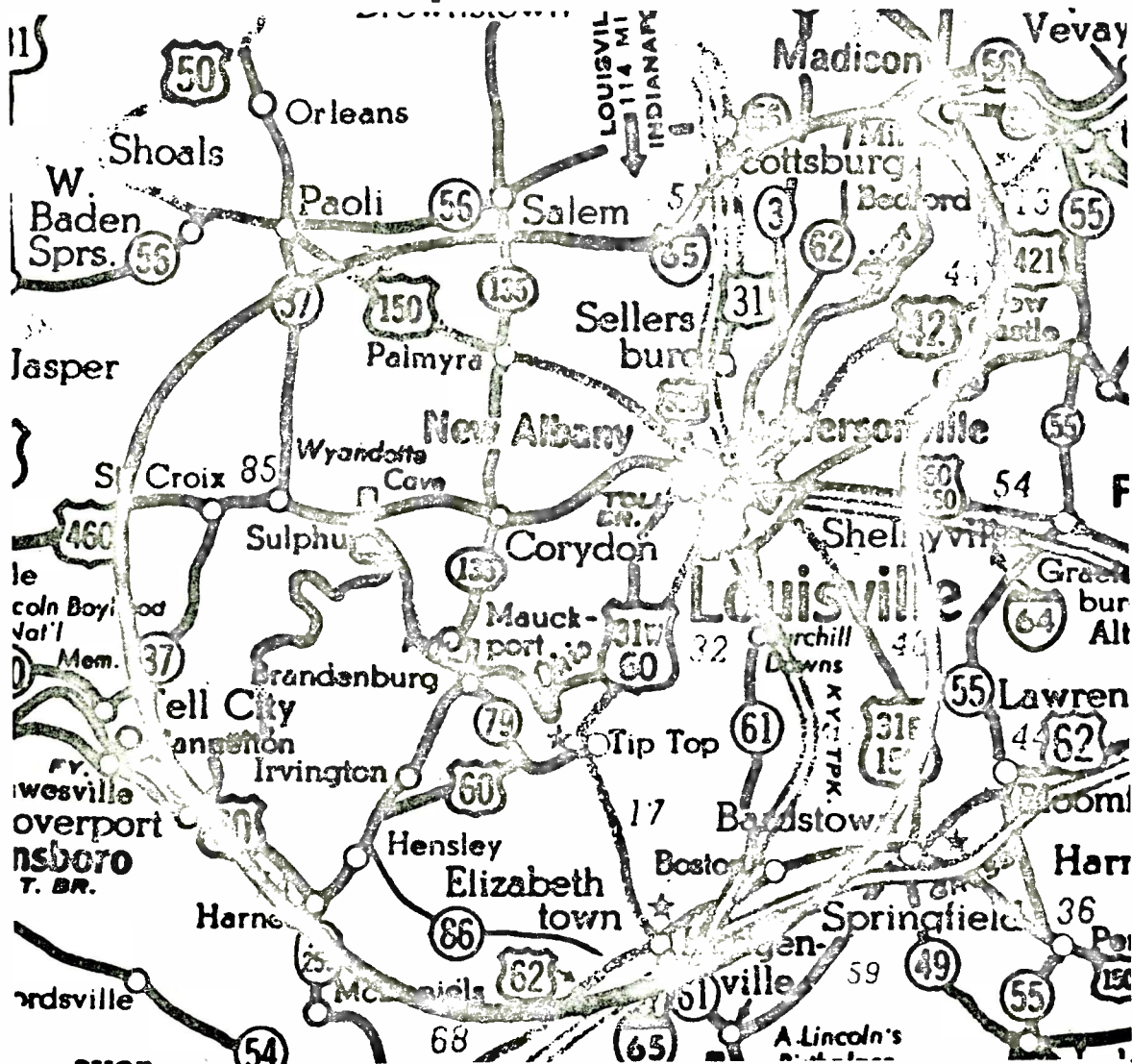
NEW ALBANY, INDIANA

-DA-500W

Serving

New Albany, Jeffersonville, Clarksville, Charlestown, Sellersburg, Indiana; Louisville, Kentucky & Suburbs and all Adjacent Areas.

Total Population 784,900



Format - Adult Programming - Music, News, Sports & Special Events (local & other)

4th & Spring, P.O. Box 634, New Albany, Indiana

Phones - 945-9195 or 945-9196

Office Hours - 8:00 A.M. - 6:00 P.M.

WROZ

RADIO **1400**

SERVING

598,000 PEOPLE

IN 3 STATES—INDIANA-KENTUCKY-ILLINOIS



COVERAGE
MARKET DATA

POPULATION	598,000
HOUSEHOLDS	182,000
CSI*	1,018,000,000
RETAIL SALES	662,000,000
FOOD SALES	162,000,000
DRUGS SALES	24,000,000
AUTO SALES	123,000,000
FARM POPULATION	115,000
FARM INCOME	172,000,000

* CONSUMER SPENDABLE INCOME

ABC
RADIO NETWORK

— .5 M/V PRIMARY SIGNAL - - - .1 M/V SECONDARY SIGNAL

EVANSVILLE, INDIANA—A GREAT PLACE TO DO BUSINESS

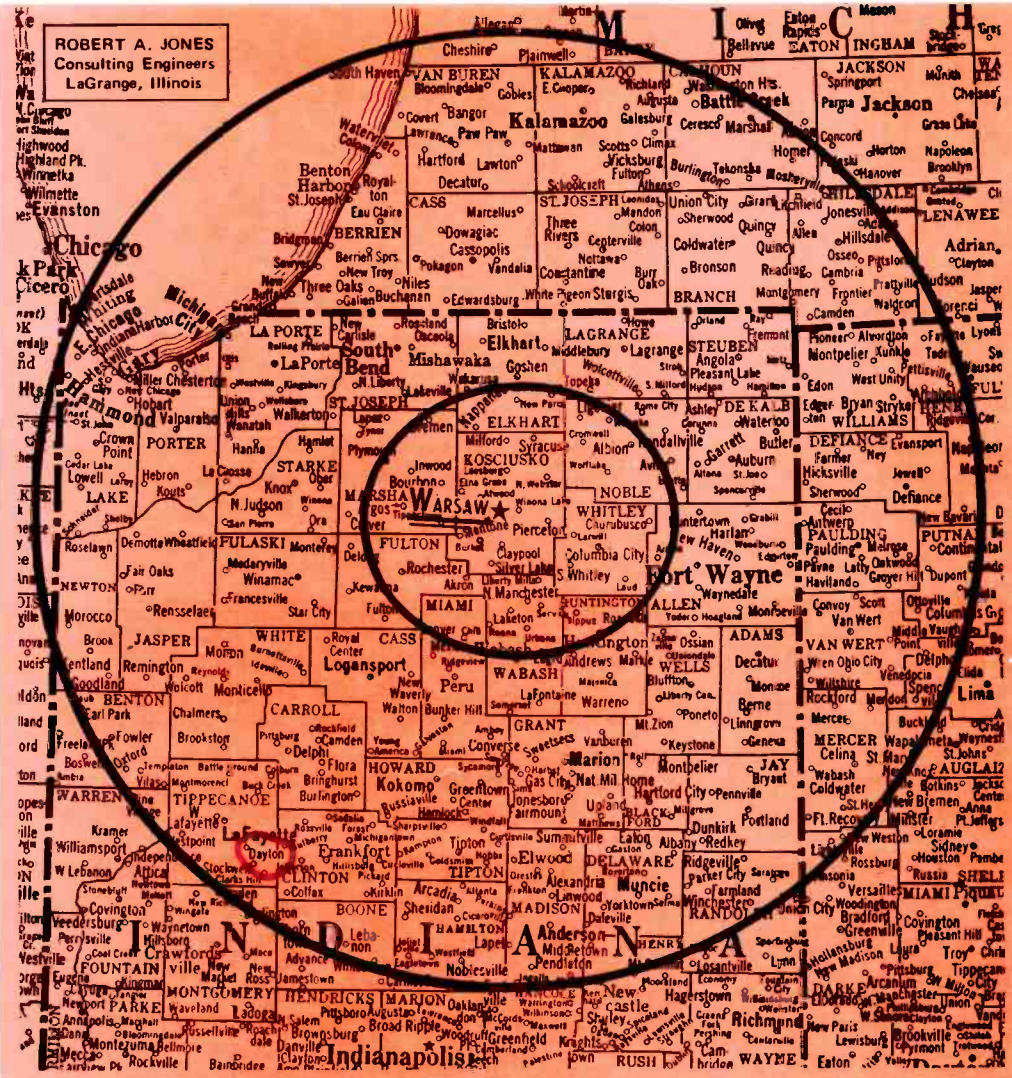
WROZ—TOWN & COUNTRY RADIO OF THE TRI STATE

ROBERT A. JONES
Consulting Engineers
LaGrange, Illinois

Radio Stations WRSW AM-FM

AM-1951 FM-1948

Reub Williams & Sons, Inc. Rate Card No. 5
Times Building Effective July 1, 1972
Warsaw, Indiana 46580 A Single Rate Station
(Area 219) 267-3111



PRIMARY COVERAGE TO 0.5 MV CONTOUR

RADIO STATIONS WRSW AM-FM
WRSW FM 50,000 watts covers 90 miles radius (STEREO)
WRSW AM 1,000 watts (DA-2 patterns) 500 watts night
Both stations licensed fulltime
WARSAW, INDIANA

7. PROGRAMS AND ANNOUNCEMENTS

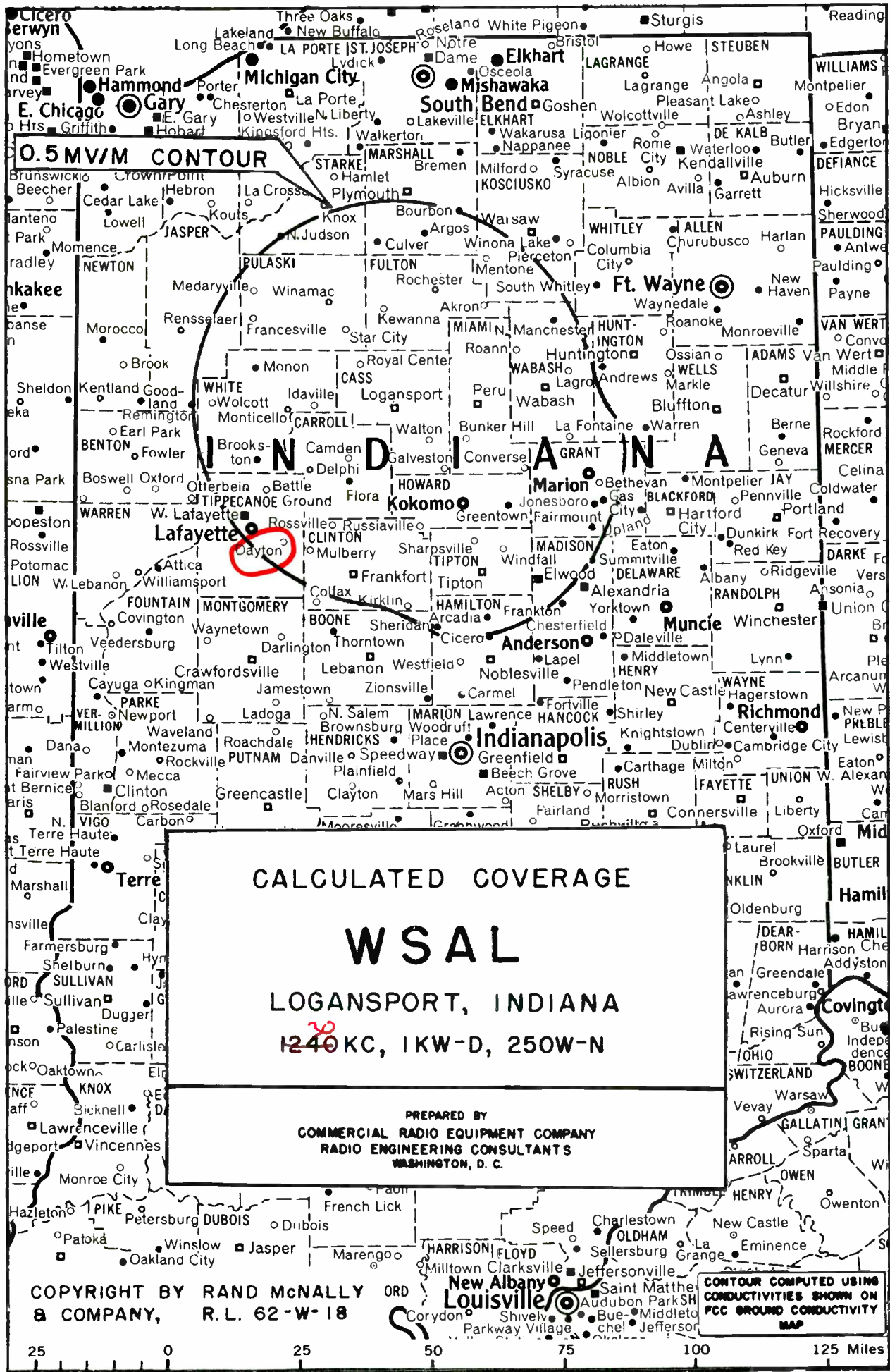
	1 hour	½ hour	¼ hour	10 min.	5 min.	60 sec.	30 sec.
1 time	\$75.00	\$50.00	\$30.00	\$20.00	\$15.00	\$7.00	\$6.00*
13 times	60.00	40.00	21.00	17.00	12.00	6.25	5.25*
26 times	50.00	35.00	18.00	15.00	10.50	5.25	4.25*
52 times	40.00	30.00	15.50	12.00	9.50	4.50	3.75*
104 times	36.00	25.00	12.00	9.50	8.50	4.25	3.50*
156 times	32.00	21.00	10.50	9.00	8.00	4.00	3.25*
208 times	28.00	18.00	9.50	8.50	7.50	3.75	3.00*
260 times	25.00	16.00	9.00	8.00	7.00	3.50	2.75*
312 times	22.00	13.00	8.50	7.50	6.50	3.25	2.50*
624 times	---	---	---	---	---	3.00	2.25*

*All announcements will be scheduled for broadcast on an equitable basis throughout the programming day. Any client stipulating drive time airing, and/or fixed time positions, add \$1.00 per spot.
Major newscasts: Add \$1.00 per program premium.
Remote broadcasts: Rates upon request.

8. PACKAGE PLAN

30-second announcements		One-Minute Announcements	
(Must be used within a 7-day period R.O.S.)			
10 times	\$4.00 per spot	5.00	per spot
15 times	3.75 per spot	4.75	per spot
20 times	3.50 per spot	4.50	per spot
30 times	3.25 per spot	4.25	per spot
50 times	3.00 per spot	4.00	per spot

- PERSONNEL**
 - Duane Pagel, Station Manager
 - Dick Frid, Assistant Manager
 - Marie Snyder, Program Director
 - Fred Gresso, Chief Engineer
- REPRESENTATIVES**
 - Contact direct
- MAILING INSTRUCTIONS AND CLOSING TIMES**
 - Mail all material to Station Manager
 - All material must be received 24 hours prior to broadcast
- FACILITIES**
 - WRSW-AM, 1,000 watts day, 500 watts night
WRSW-FM, 50,000 watts day and night (STEREO).
 - WRSW-AM, 1480 kc directional north and south nights
WRSW-FM, 107.3 mc.
 - 6:00 a.m. to 12:00 p.m. EST
 - Transmitter one mile south of Warsaw
 - Simultaneous AM-FM broadcasts (unless otherwise specified)
- COMMISSION**
 - To recognized advertising agencies, 15% commission on air time only. Bills rendered first of each month, net 30 days, no cash discount.
 - Local accounts, bills rendered first of each month, payable net 10 days.
- RATE POLICIES**
 - 30 days notice given for rate revisions, contracts honored to effective renewal date.
- GENERAL**
 - National contracts available only to recognized advertising agencies (one year maximum).
 - Station reserves right to reject copy it deems illegal, unethical, or in bad taste. Advertiser must be clearly identified.
 - Length of commercials: one minute transcribed or 150 words live (30 sec. - 75 words).
 - Political accepted, regular rates apply.
 - UPI and UPI Audio, local news from Times-Union and WRSW news staffs.
 - ASCAP, BMI, SESAC



0.5 MV/M CONTOUR

CALCULATED COVERAGE
WSAL
LOGANSPORT, INDIANA
1240 KC, 1 KW-D, 250W-N

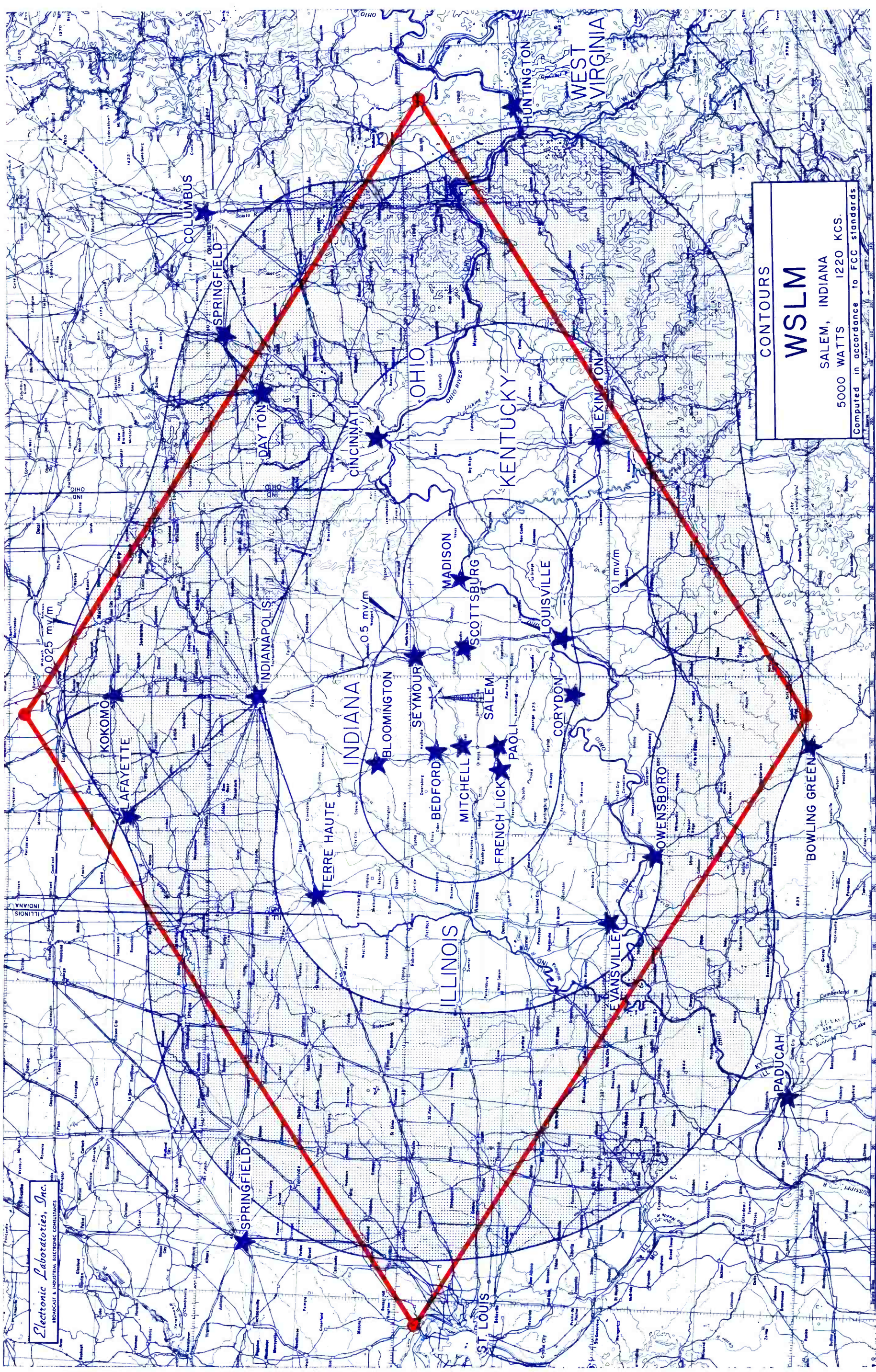
PREPARED BY
COMMERCIAL RADIO EQUIPMENT COMPANY
RADIO ENGINEERING CONSULTANTS
 WASHINGTON, D. C.

COPYRIGHT BY RAND McNALLY
 & COMPANY, R. L. 62-W-18

CONTOUR COMPUTED USING
 CONDUCTIVITIES SHOWN ON
 FCC GROUND CONDUCTIVITY
 MAP

25 0 25 50 75 100 125 Miles

WSLM Offers National Advertisers Regional Rates



MERCHANDISING FACILITIES

- 7 Mobile Units
- 2 Complete Mobile Studios
- 2 Airplanes
- 1 RCA Link Transmitter (KD-6752)
- Complete Remote Broadcast Hook-Ups
- Direct Hook-Ups To Any Location

WSLM WILL MERCHANDISE UP TO 5% OF ANY CONTRACT, AS DIRECTED, THROUGH USE OF DIRECT MAIL, MOBILE SOUND SERVICE, SIGN BOARDS, HANDBILLS, ETC.

Regional Coverage

WHEN YOU PLACE ADVERTISING IN THE MID-WEST, YOU'LL STRETCH YOUR DOLLARS FURTHER IF YOU USE THE MODERN BROADCAST FACILITIES OF RADIO WSLM, SALEM, INDIANA.

High-Gain Antenna

Due to a hi-gain antenna system and a clear channel frequency, WSLM has a strong signal in metropolitan areas such as Louisville, Ky., Indianapolis, Ind., Evansville, Ind., Cincinnati, Ohio and a vast rural area throughout Indiana, Kentucky, Illinois and Ohio.



RAB
IBA
AP-WIRE
NAB
"HOOSIER HILLS"



PRO
New York
Chicago
Philadelphia
Los Angeles

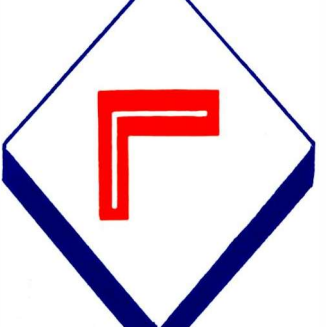
5 Times the Power . . . 5 Times the Results



INDIANA
WISDOM



KENTUCKY
SINCERITY



ILLINOIS
LOYALTY



OHIO
MIGHT

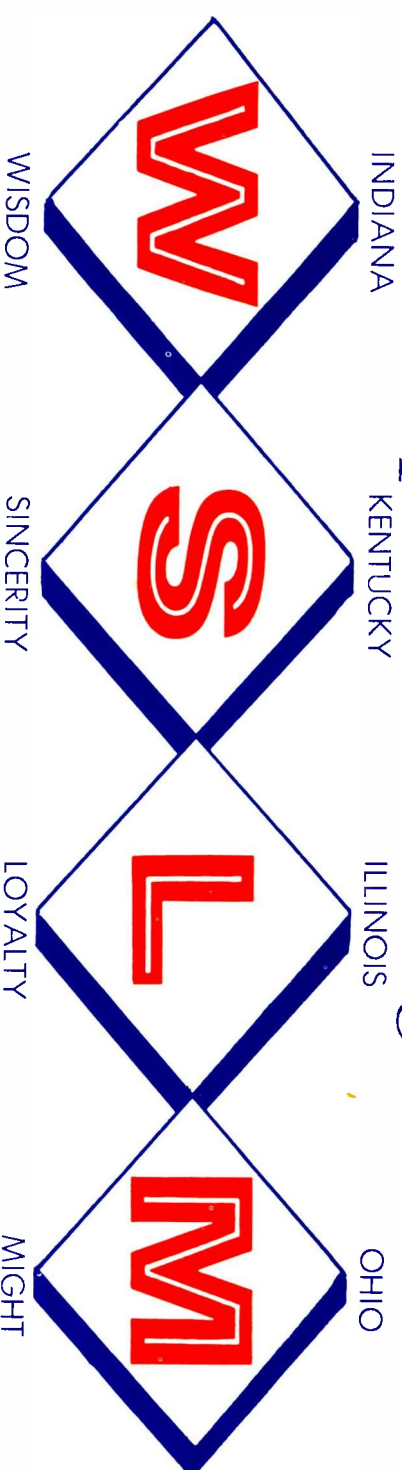
Phone — Day or Night 812-883-5750

Sales Just Naturally Grow On 1-2-2-0!

• Salem, Indiana

"The BIG DIAMOND S-P-R-E-A-D

atop Radio Ridge"



RADIO WSLM 1220 Kc



Cedarwood Studios • Phone 812-883-5750 • Salem, Indiana • Don Martin, Owner

NOW 5000 HOT WATTS

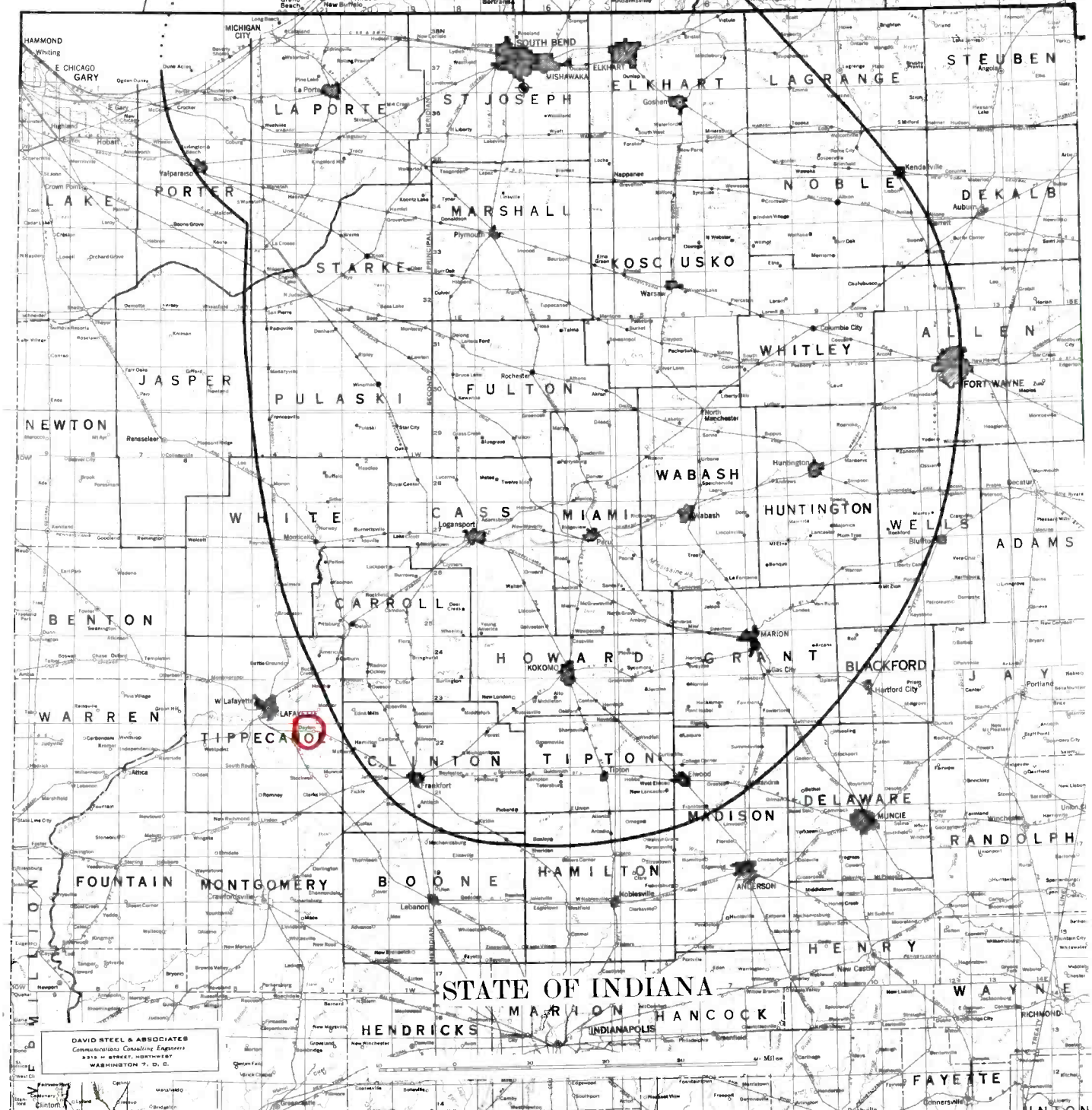
(5 Times Former Power)

MUSIC • NEWS • SPORTS • SOUND SERVICE

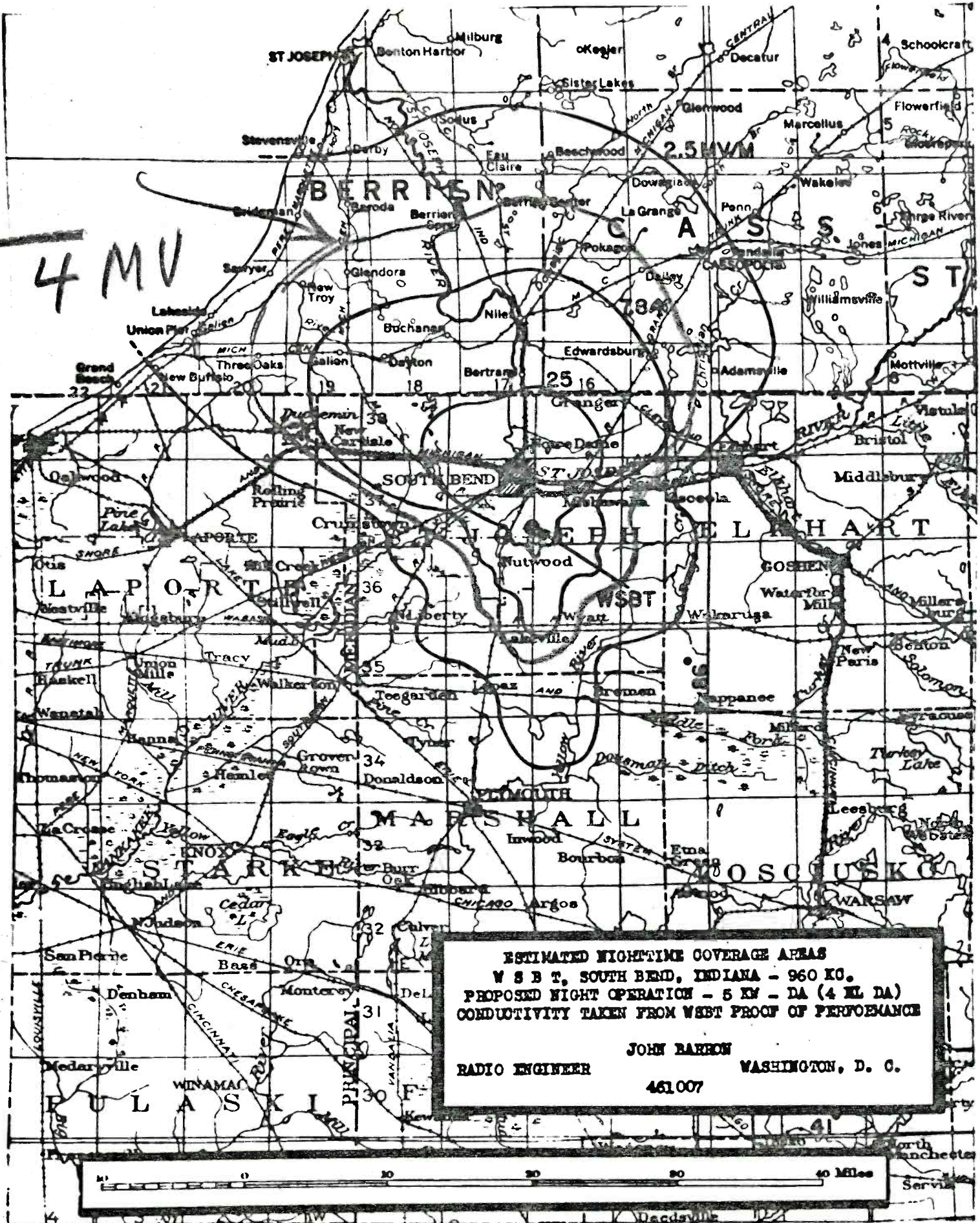
• POPULATION 2,000,000 (Primary Service Area) • 200 Mile Radius

PRIMARY DAYTIME SERVICE CONTOUR

WSBT, South Bend, Indiana
960 Kc 5 Kw DA-2 U
.5 MV/M December 1961



DAVID STEEL & ASSOCIATES
COMMERCIAL ENGINEERS
3414 W. MARKET, NORTHWEST
WASHINGTON 7, D. C.

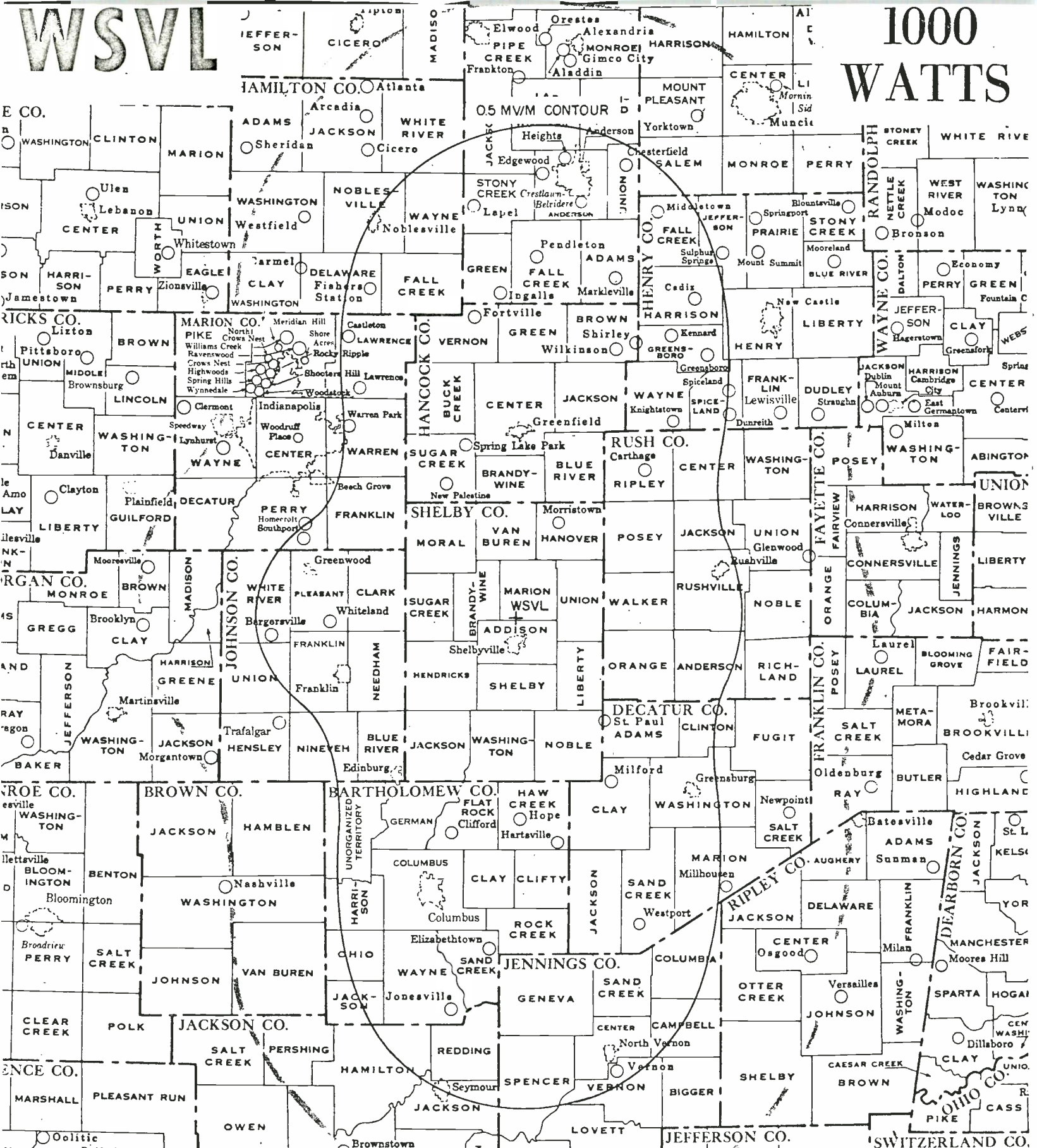


4 MV

WSBT

WSVL

1000 WATTS

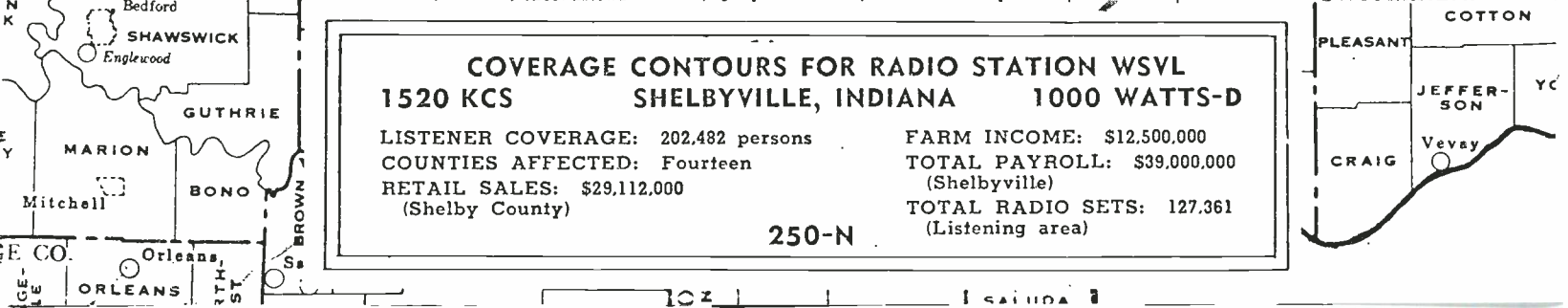


COVERAGE CONTOURS FOR RADIO STATION WSVL

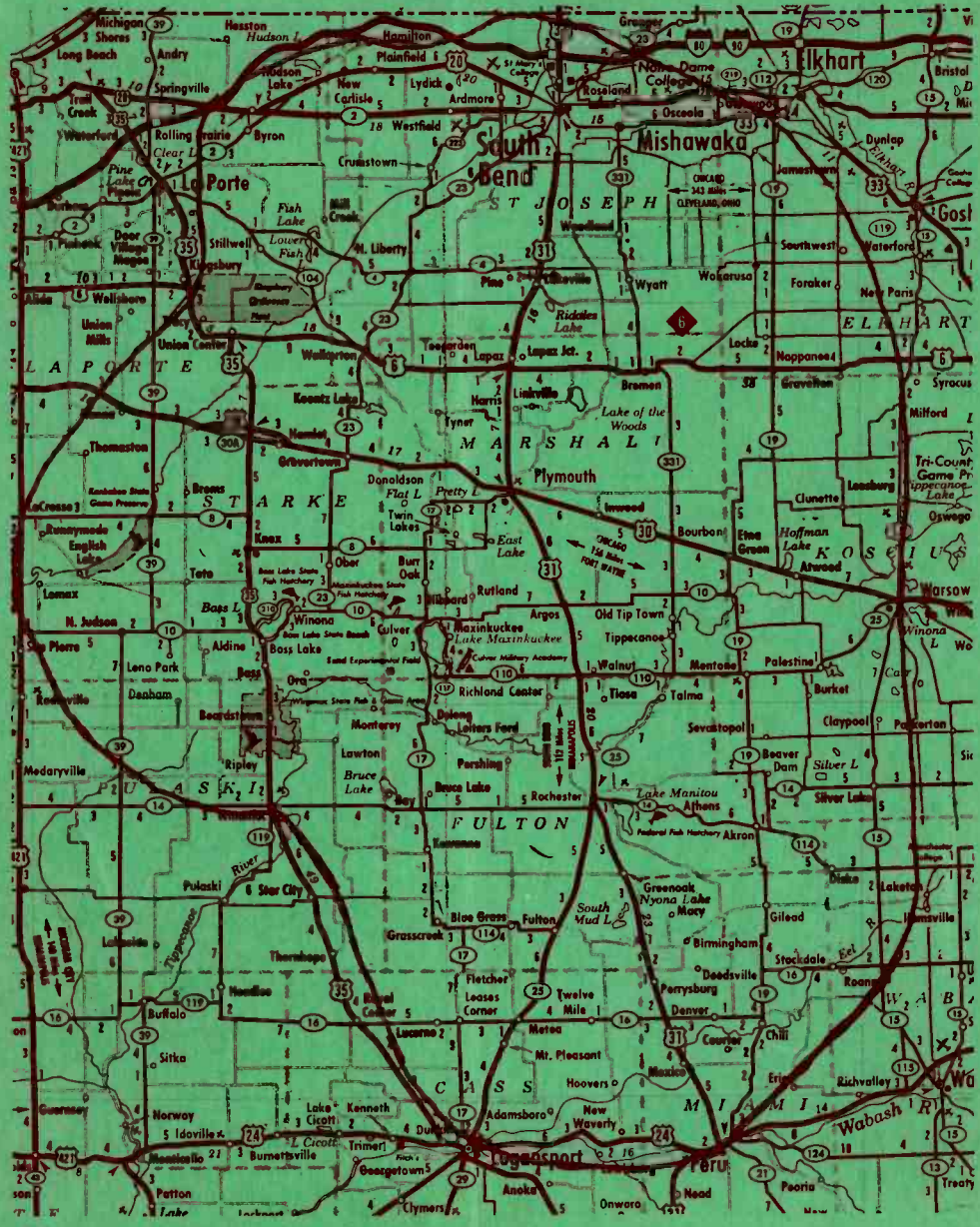
1520 KCS SHELBYVILLE, INDIANA 1000 WATTS-D

LISTENER COVERAGE: 202,482 persons	FARM INCOME: \$12,500,000
COUNTIES AFFECTED: Fourteen	TOTAL PAYROLL: \$39,000,000 (Shelbyville)
RETAIL SALES: \$29,112,000 (Shelby County)	TOTAL RADIO SETS: 127,361 (Listening area)

250-N

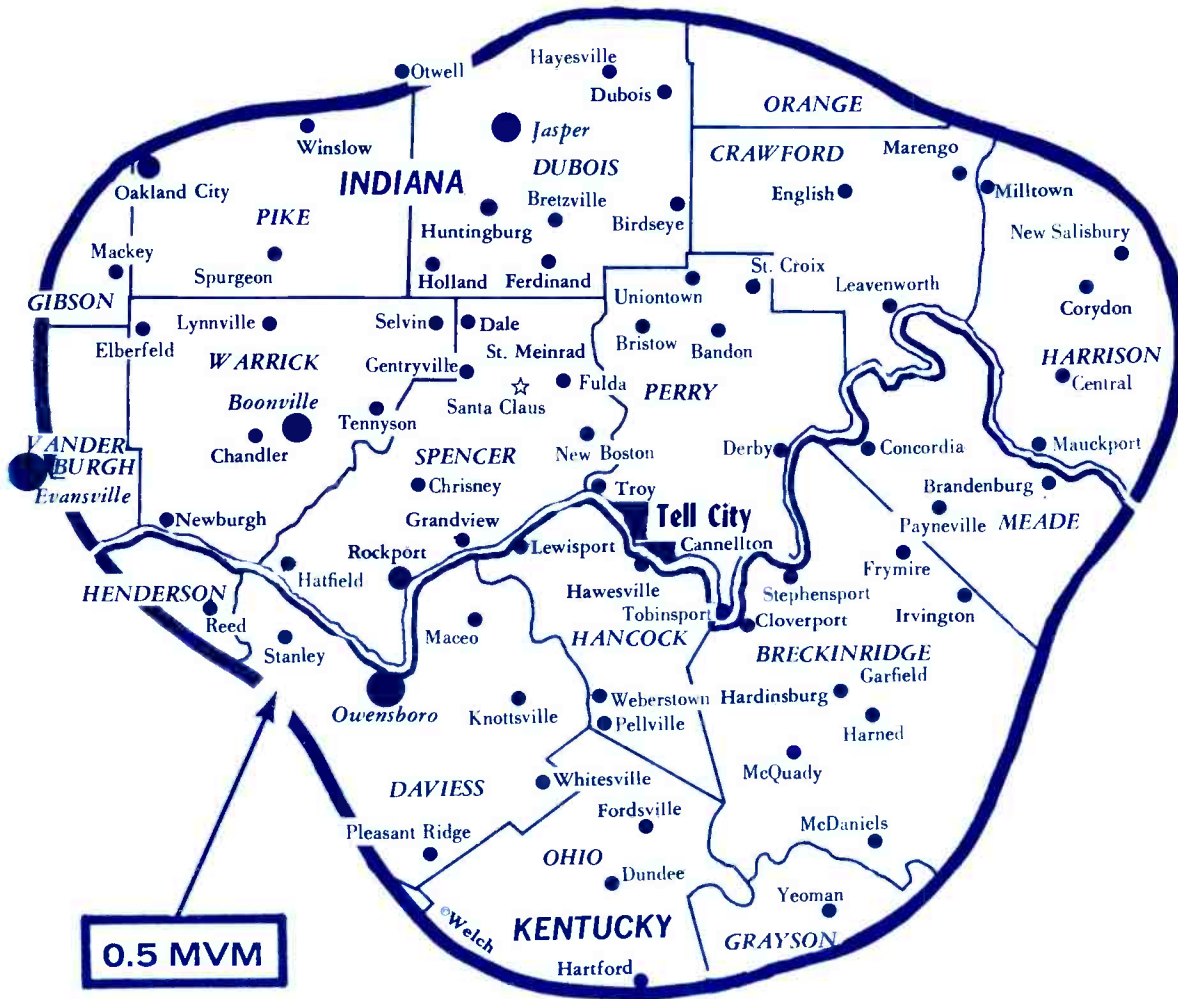


WTCA COVERAGE MAP



Primary Coverage, Secondary Signal area not shown.

Ohio Valley - On the Move!



NEARLY everybody Listens to

WTCJ

Tell City, Indiana

Serving Indiana & Kentucky



**with
Entertainment
and Information**

FIRST IN:

News

Music

Sports

Community Service

Phone (812) 547-2345

MARKET DATA:

**0.5 MVM
Coverage**

Population	273,600
Households	77,960
Radio Homes	67,930
Automobiles	88,960
Spendable Income (CSI)	\$405,286,000

RETAIL DATA:

Food Stores	\$ 57,224,000
Drug Stores	\$ 6,826,000
Genl. Merchandise	\$ 29,514,000
Apparel Stores	\$ 9,629,000
Home Furnishings	\$ 7,911,000
Auto Sales	\$ 54,716,000
Service Stations	\$ 20,436,000
*Total Retail Sales	\$245,146,000

FARM DATA:

Farm Population	63,500
Farm Gross Income	\$113,814,000

SOURCE: SRDS Consumer Data

W T C J

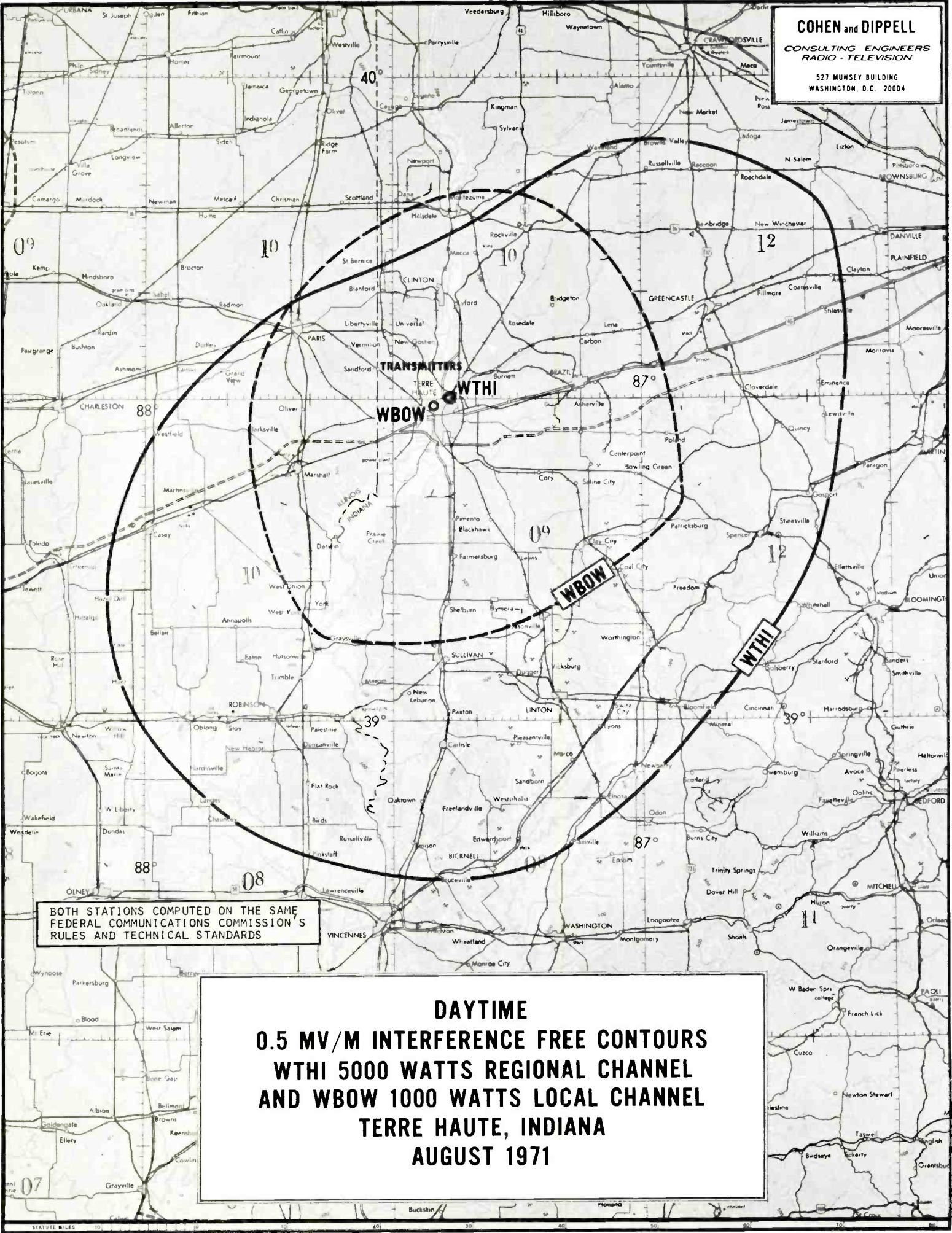
1000 watts  **1230 kc**

PREPARED BY MARKET DATA ASSOCIATES

COHEN and DIPPILL

**CONSULTING ENGINEERS
RADIO - TELEVISION**

527 MUNSEY BUILDING
WASHINGTON, D.C. 20004



TRANSMITTERS
WTHI
WBOW

WBOW

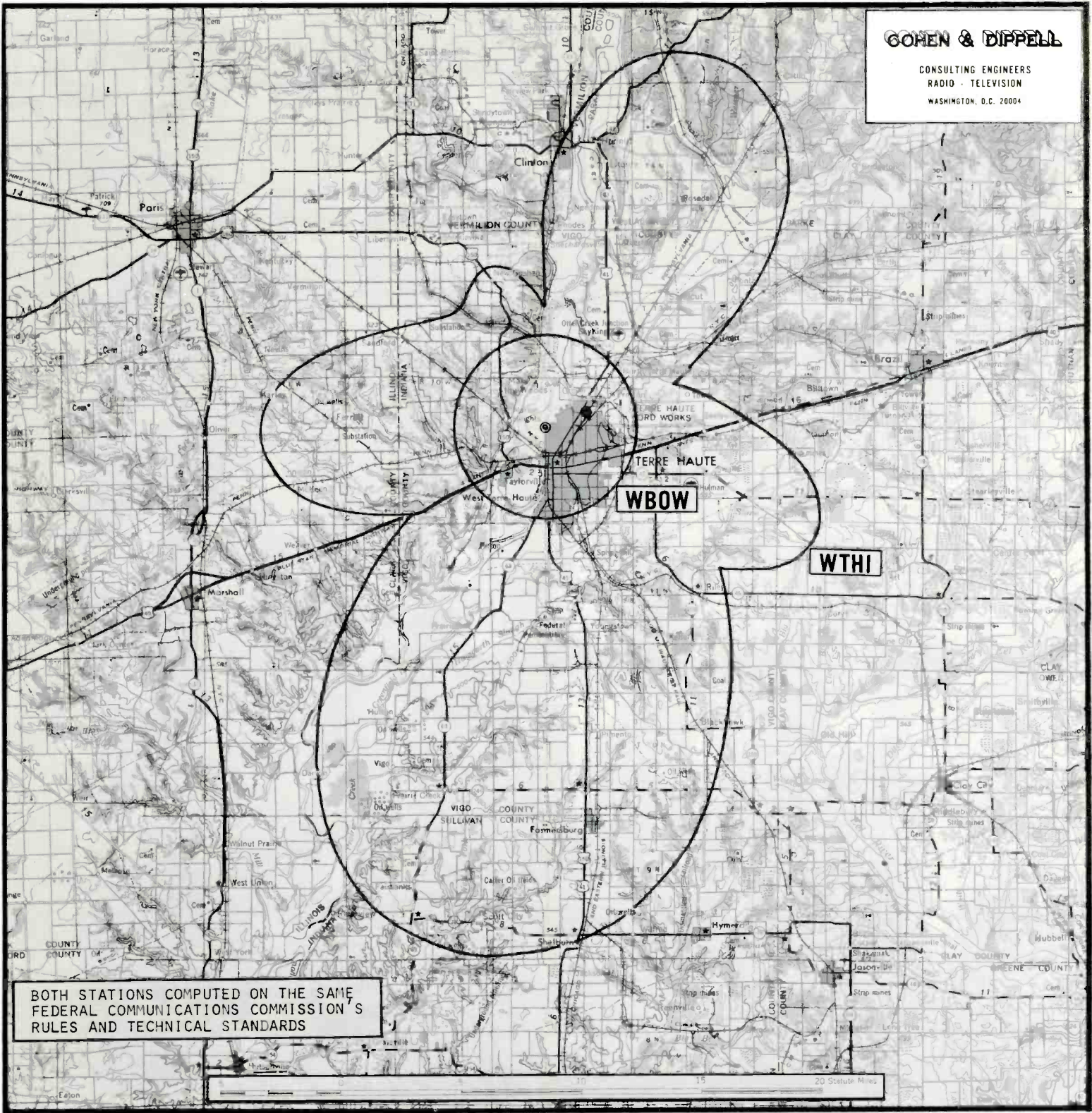
WTHI

BOTH STATIONS COMPUTED ON THE SAME
FEDERAL COMMUNICATIONS COMMISSION'S
RULES AND TECHNICAL STANDARDS

**DAYTIME
0.5 MV/M INTERFERENCE FREE CONTOURS
WTHI 5000 WATTS REGIONAL CHANNEL
AND WBOW 1000 WATTS LOCAL CHANNEL
TERRE HAUTE, INDIANA
AUGUST 1971**

GOMEN & DIPPILL

CONSULTING ENGINEERS
RADIO - TELEVISION
WASHINGTON, D.C. 20004

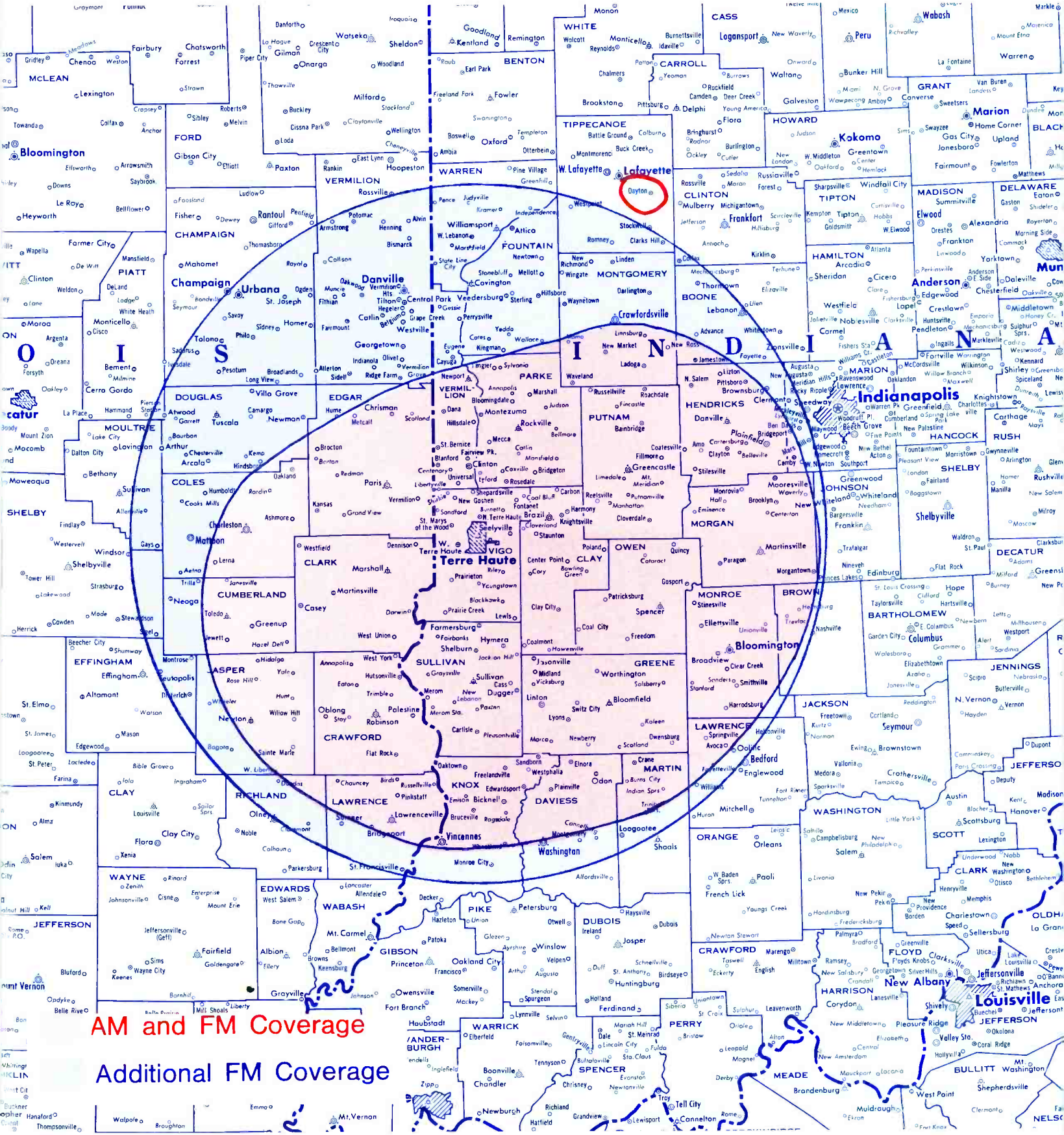


**NIGHTTIME
INTERFERENCE FREE CONTOURS
WTHI 1000 WATTS REGIONAL CHANNEL
AND WBOW 250 WATTS LOCAL CHANNEL
TERRE HAUTE, INDIANA
AUGUST 1971**

WTR

AM 1480

FM 99.9



AM and FM Coverage
Additional FM Coverage

WTHI - 1480 Terre Haute, Indiana 1000 watts (Day & night patterns).
January-1956.



WTHI - 1480 Terre Haute, Indiana 1000 watts (day & night pattern). January-1956

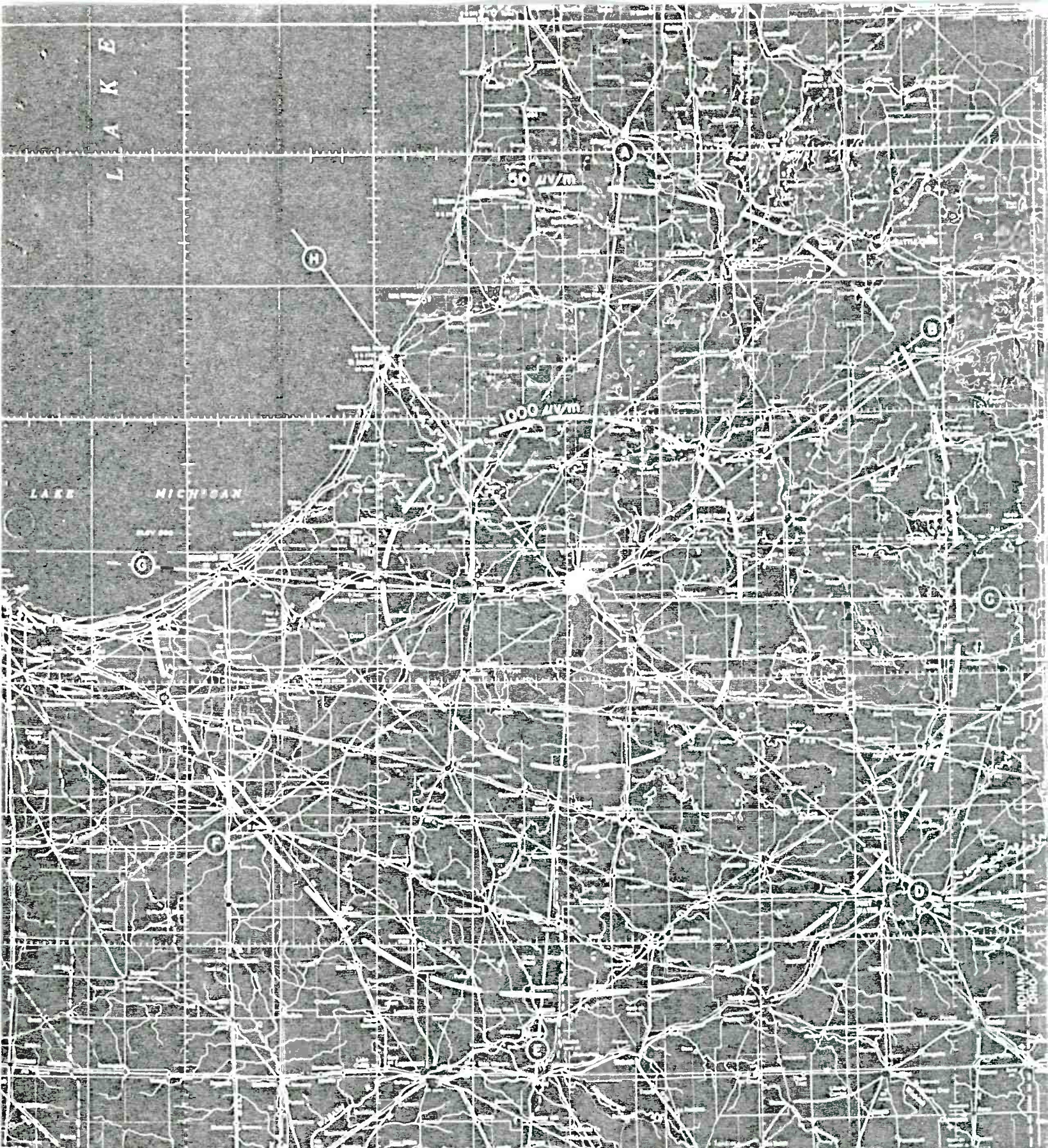
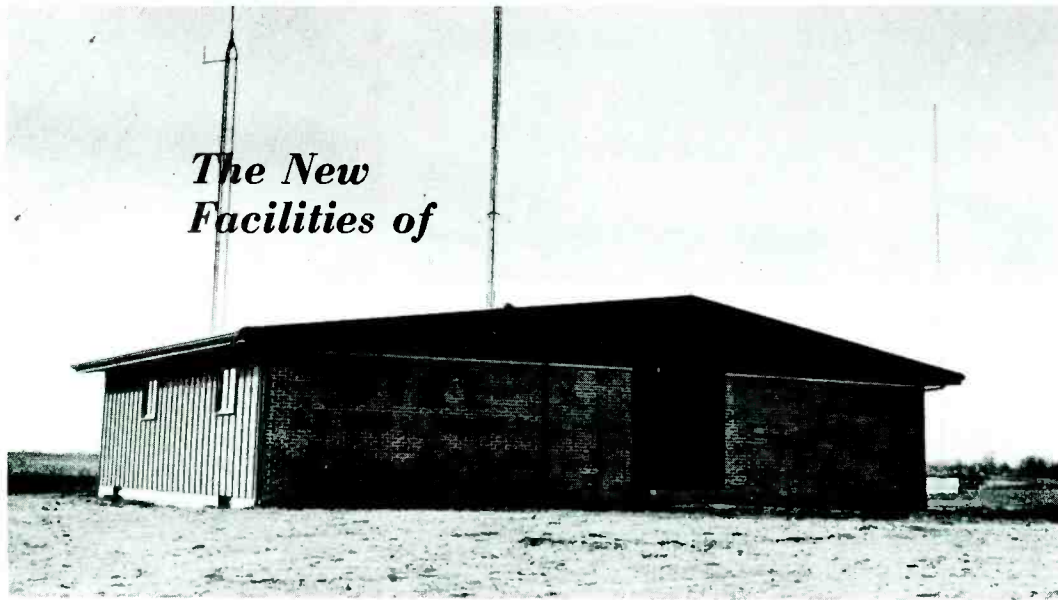


FIGURE 4
PREDICTED CONTOURS
WTRC FM CHAN. 264 340 FT. 9.66KW ERP
TRUTH PUBLISHING COMPANY, INC.
ELKHART, INDIANA
Prepared by
Craun, Lohner & Colver Washington 4, D. C.
October 1953

Broadcast Engineering

Reproduction



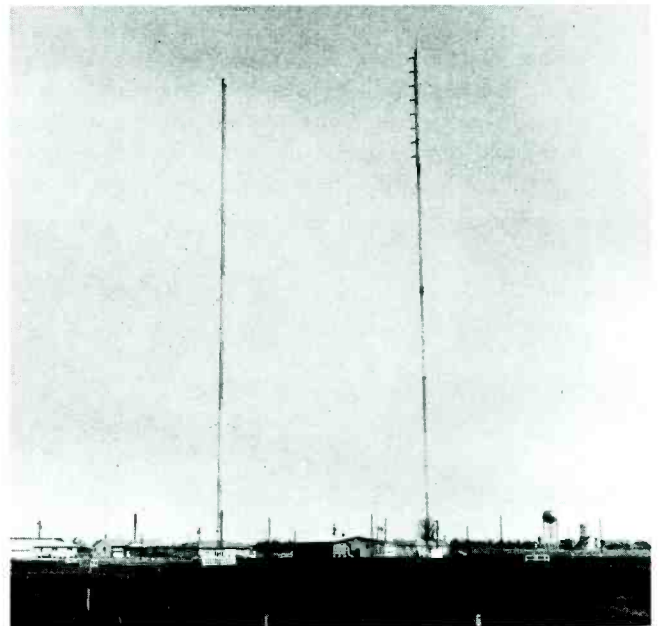
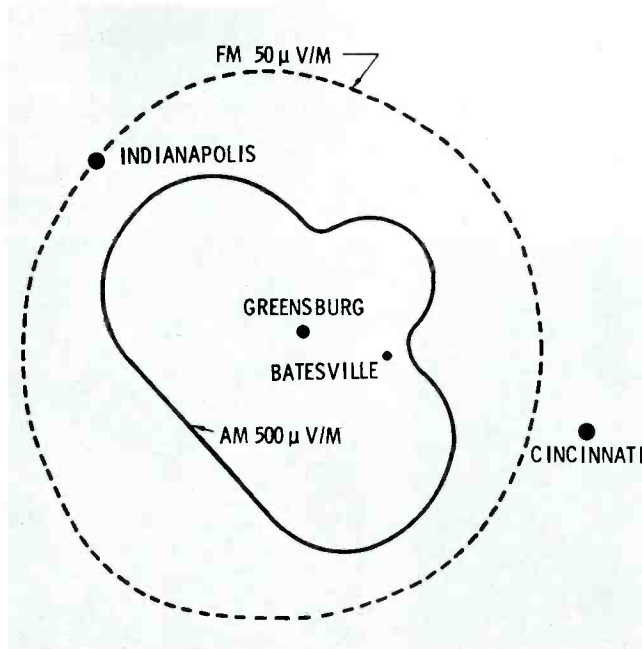
The New Facilities of

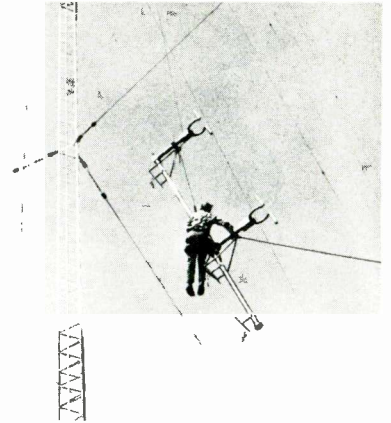
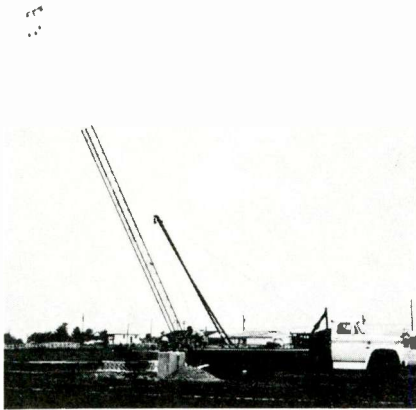
This attractive building at the edge of Greensburg, Indiana houses the operations of Radio Stations WTRE and WTRE-FM. The FM station has been serving the Decatur County community since 1962; it was moved recently to these quarters, built to accommodate the new daytime AM station.

by James M. Moore and Carl F. Moeller

WTRE must protect three existing AM stations from interference, and its antenna must produce a pattern such as the one shown in the simplified contour map below. To do this, the two-element array shown below at the right was installed. The design calls for two 150-foot radiators. This, however, did not provide the de-

sired height for the FM antenna, so an additional 150 feet was added to the tower nearest the building (at right in photo). Through the use of an insulator at the 150-foot level, only the lower half of this tower is active as an AM radiator. The other tower (left in photo) was built only to a height of 150 feet.

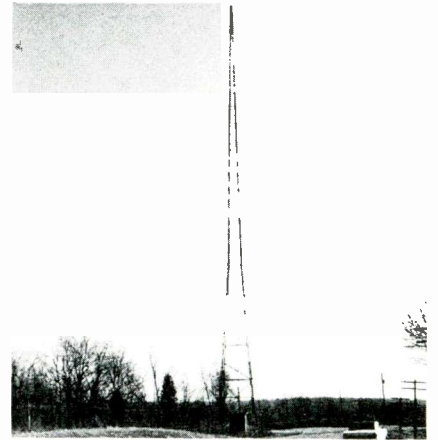
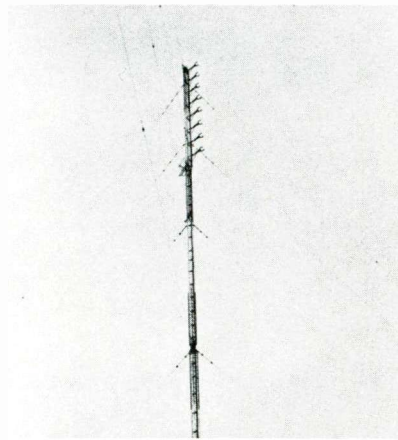




This sequence of photos shows stages in the erection of the main tower and the installation of the FM antenna.

(Photos Courtesy of WTRE)

WTRE's 300-foot main tower (left photo) does quadruple duty. The lower half serves as one element of the directional array for the 500-watt AM station. The eight-element FM antenna evident in this view gives an erp of 3.5 kw, both horizontal and vertical, with the station's 1-kw transmitter. Just below the FM antenna is a 950-MHz antenna for a planned STL for an auxiliary studio in Batesville. At the very top of the tower is a 450-MHz antenna, used for remote pickups, which makes the overall structure height 312 feet.



At the former WTRE-FM location (right photo), the STL was used in conjunction with a remotely controlled main transmitter. Subcarriers were used for control functions, and frequency shift of a subsonic tone on the SCA channel was used for telemetry.

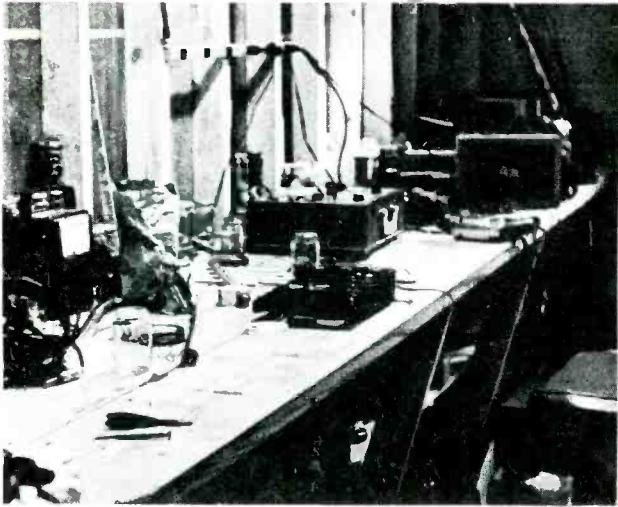
This special plow was made by WTRE for the installation of the AM ground system. Wire feeds from a reel at the top, down through a tube, and through the specially made plowshare

which cuts a narrow furrow to receive the wire. The inner ends of the radials were attached to a chain around the tower foundation to hold them during the plowing-in process. In the photo

at the right, station President Lloyd Kanouse drives the tractor as General Manager/Chief Engineer Jerry Preston checks operation of the plow.

(Photos Courtesy of WTRE)



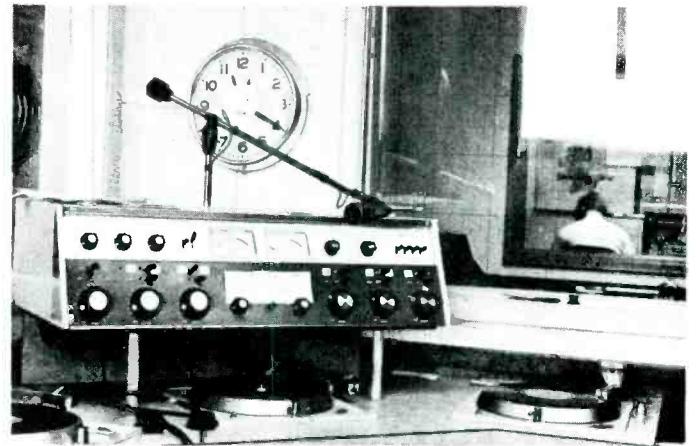


An enclosed shop area is located in the basement directly below the transmitter room. Transmission lines and other wiring pass through the ceiling of this area to the equipment in the room above.



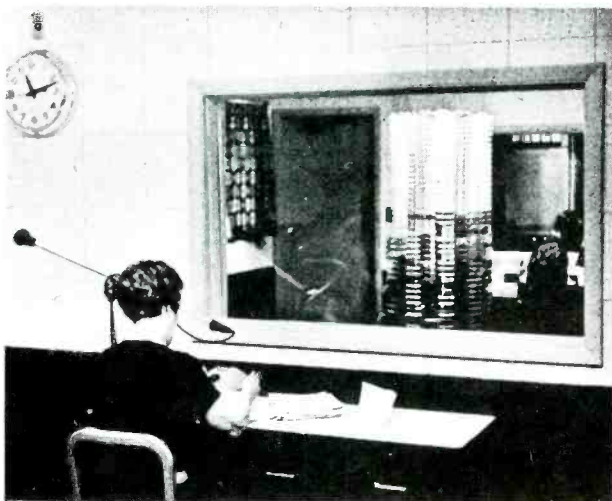
Shown at the right is the operator's position in the main control room. At the left in the upper photo, a large window provides a view of both transmitters and the monitor rack. At the right (also see lower photo), the operator can see through the secondary control room into the news room.

Note the location of the turntables. This arrangement is based on the theory that the majority of the day's programming originates from the turntables, and therefore they should

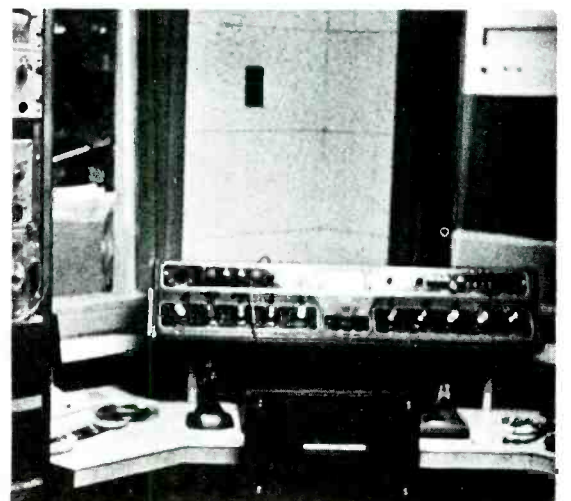


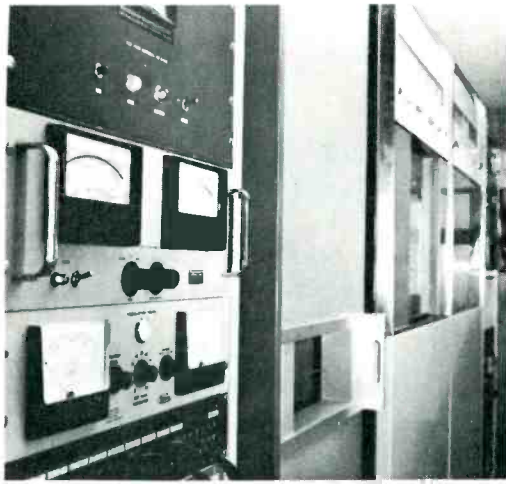
be directly in front of the operator. Extensive use is made of tape cartridges, and reel-to-reel machines also are available.

The main studio is used for live programming. Here a telephone call-in show is in progress. Telephone-system capabilities include on-the-air feeds such as this, as well as inter-communication between locations in the building.



The secondary control room serves as a production area and also is available for use during periods of separate programming of the two stations. A full complement of recording, reproduction, and audio-control equipment is provided in this room.

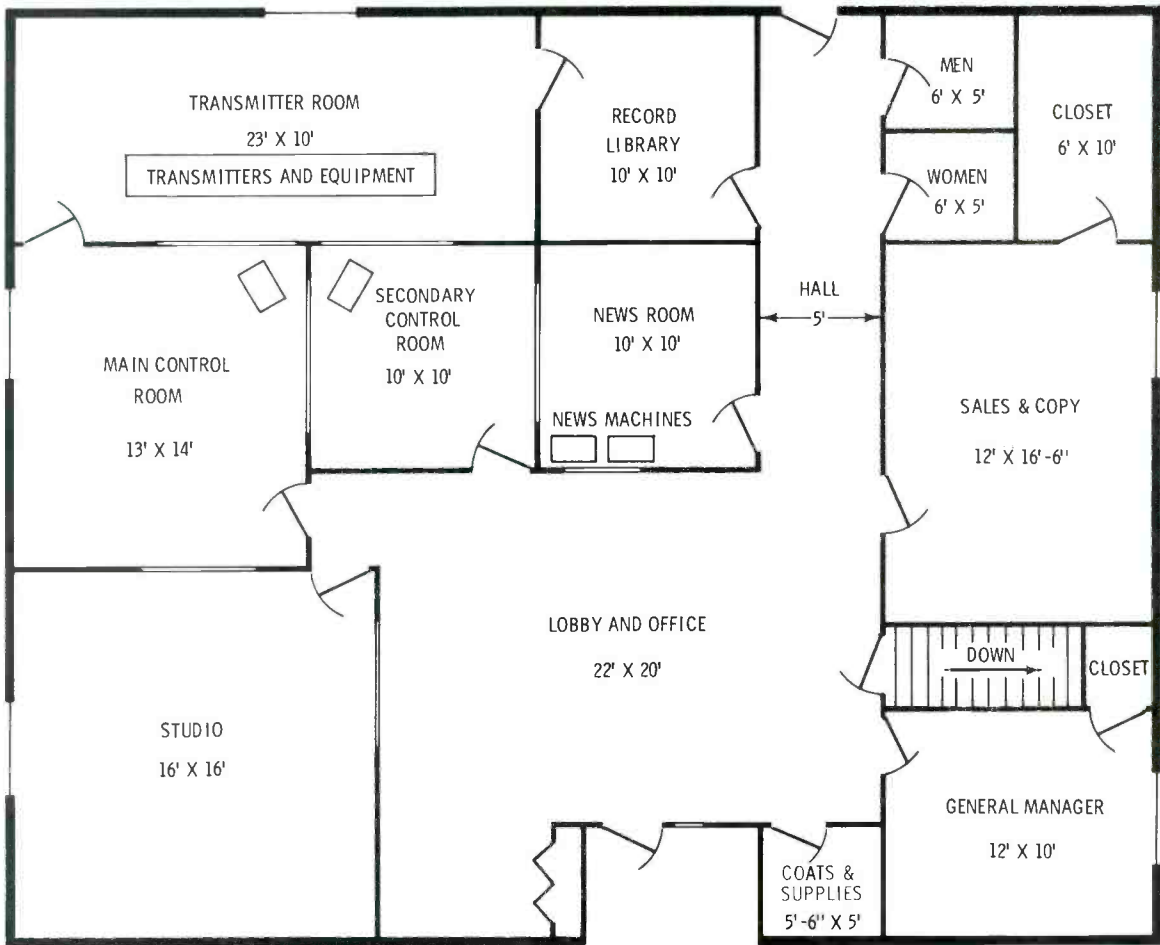




The monitor rack, FM transmitter, AM transmitter, phasor, and a rack containing receivers and other equipment are lined up in the transmitter room. Windows provide visibility from both control rooms. This room is not heated or air-conditioned; thermostatically controlled louvres admit outside air through the back wall, and there is an exhaust fan in the ceiling.

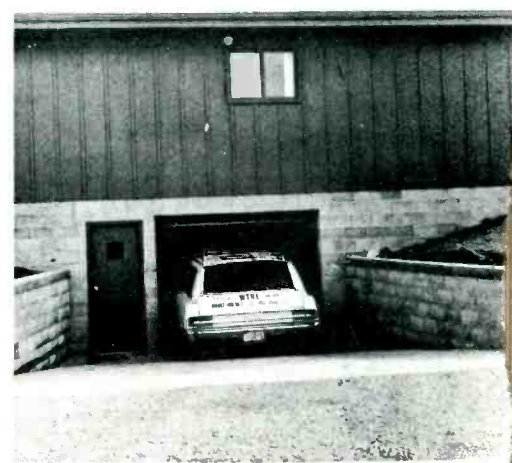


Recordings are stored along one wall of the record library. The two-turntable remote unit is available for auditioning recordings.



An attractive paneled lobby area greets clients or other visitors as they enter the building. The window at the extreme left gives a view of the studio. The window at the right permits looking into the news room; news broadcasts can be made directly from this room, with the news-service printers providing a background sound.

The full basement serves, among other purposes, to garage the station's mobile unit. Also here are the shop, heating and cooling equipment, and an employee-lounge area.



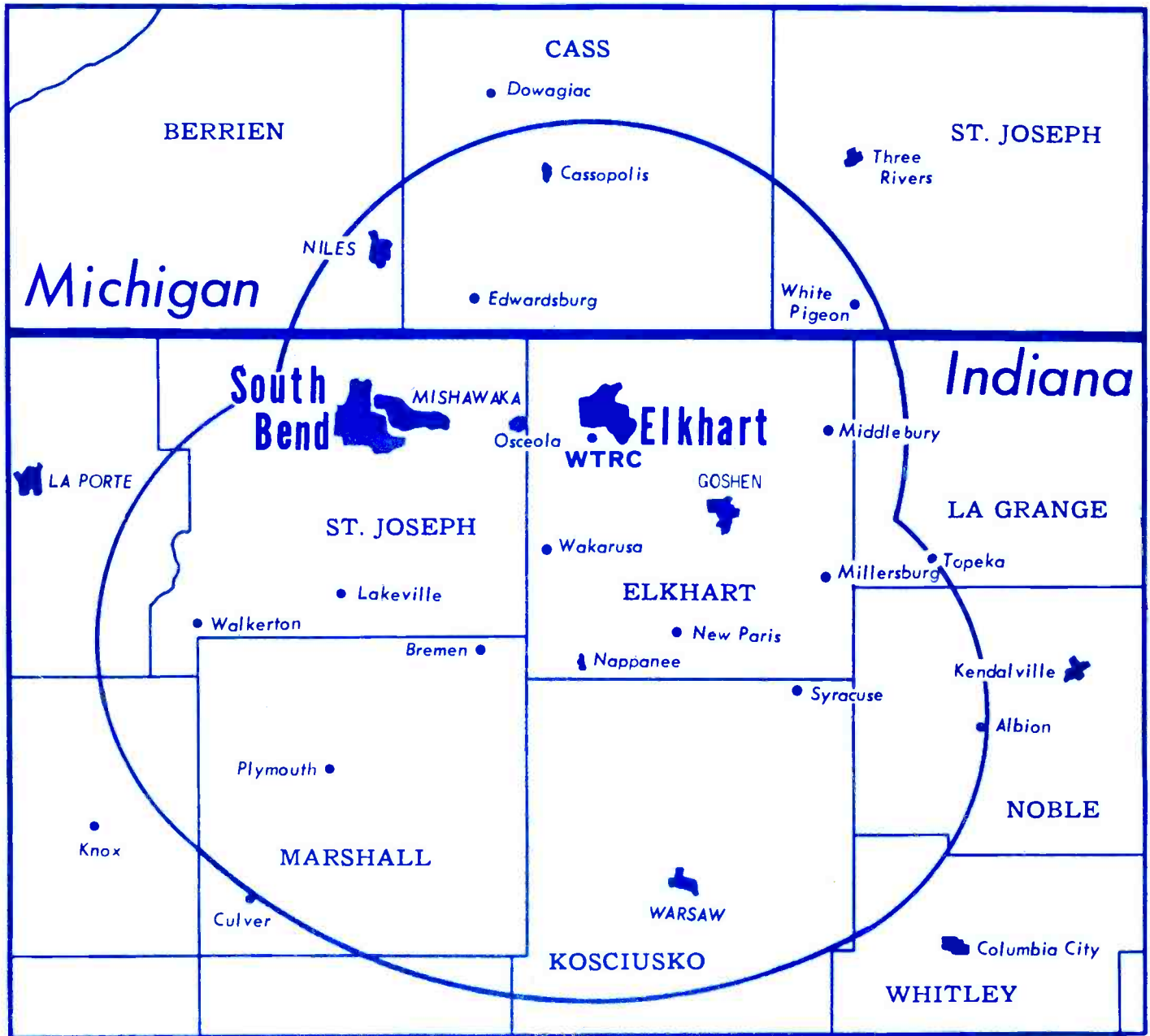
COVERAGE MAP

WTRC

ELKHART, INDIANA

1340 KILOCYCLES
1,000 WATTS
NBC AFFILIATE

BOX 699
523-1960
ESTABLISHED 1931



PRIMARY COVERAGE AREA 0.5MV M

WTRE Radio AM FM

GREENSBURG, INDIANA

Complete coverage of one of the state's richest agricultural and industrial areas, covering south-eastern Indiana



POPULATION COUNT AM

	Square Miles	Population
0.5 MU/M	2,605	122,156

POPULATION COUNT FM

	Square Miles	Population
50 UV/M	6,605	673,560

WTRE RADIO GREENSBURG, IND.

AM

1330 KC

500 Watts

6 A.M. To Sunset

FM

107.3 MC

3500 Watts Horiz.

ERP

3500 Watts Vert.

ERP

Full Time



THE TREE CITY STATION

RATE CARD NO. 3

Effective Dec. 1, 1967

**LOCAL — STATE — WORLD
MUSIC - NEWS - SPORTS**

CLEARTONE BROADCASTING CORP.

Offices and Studio—Route 5, Park Road,

Greensburg, Ind. 47240

PHONE 812-663-3000

Lloyd Kanouse, President

Jerry Preston, Gen. Mgr.

WTRE Rate Schedule – AM and FM (comb.)

AM – 6 A. M. to Sunset

FM – 6 A.M. to 10 P.M.

PROGRAMS

Programs	5 Min.	10 Min.	15 Min.	30 Min.	60 Min.	Headlines 30-sec. spot
Open	\$6.00	\$9.00	\$12.00	\$24.00	\$48.00	\$5.00
26 Times	5.00	7.50	10.00	20.00	40.00	4.00
104 Times	4.50	6.75	9.00	18.00	36.00	3.00
312 Times	4.00	6.00	8.00	16.00	32.00	2.50
1,000 Times	3.00	5.00	6.50			2.00

SPOTS

Spots	60 Seconds		30/20 Seconds		10 Seconds	
	S.T.	R.O.S.	S.T.	R.O.S.	S.T.	R.O.S.
Open	\$5.00	\$4.00	\$4.00	\$3.00	\$3.00	\$2.00
25 Times	4.50	3.50	3.50	2.50	2.50	1.50
100 Times	4.25	3.25	3.25	2.25	2.25	1.25
500 Times	4.00	3.00	3.00	2.00	2.00	1.00
1,000 Times	3.50	2.50	2.50	1.50	1.75	.75

FM only: 50% of above rate, provided same copy is used. 75% otherwise.

Rates are net to station

All copy subject to station approval.

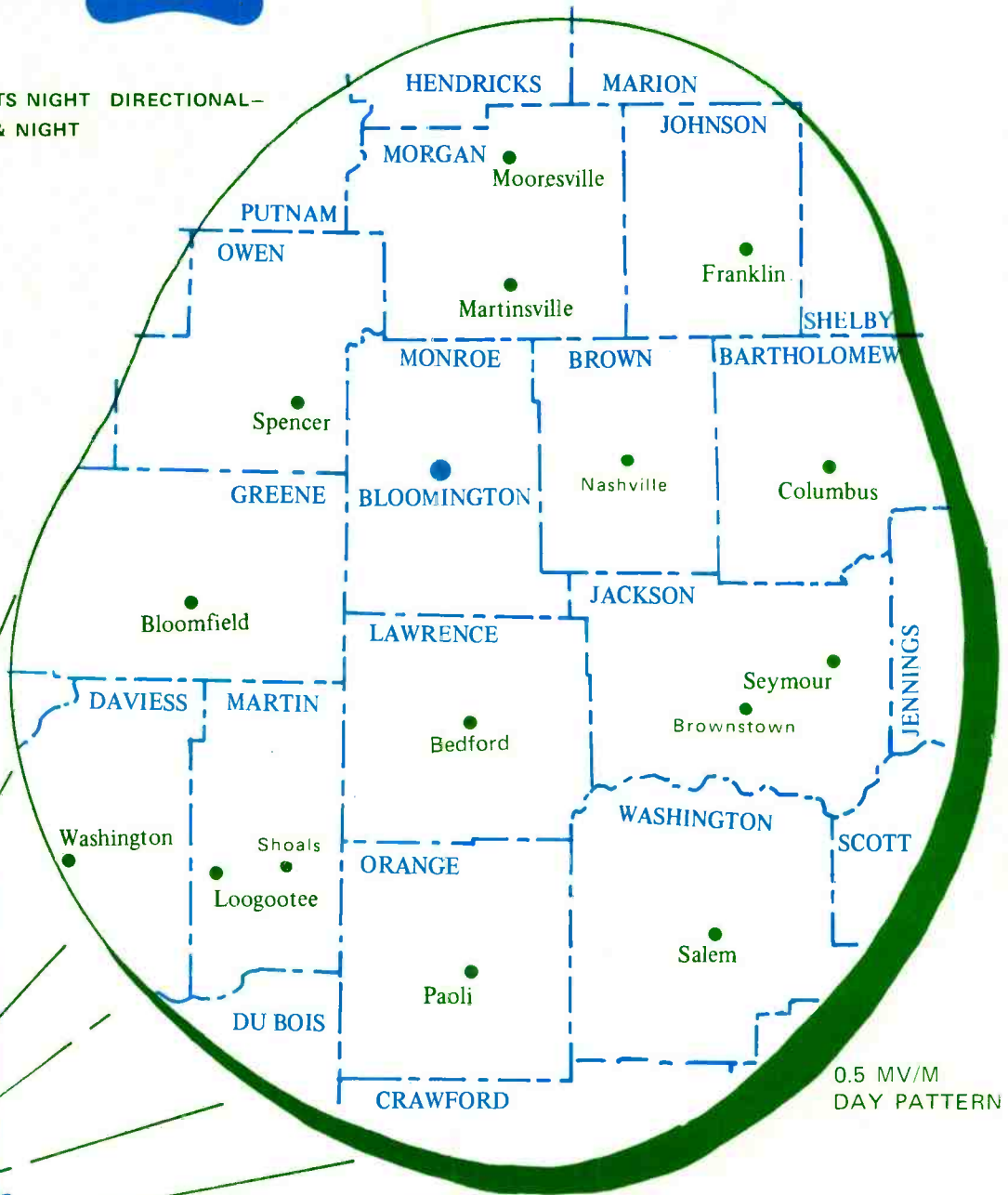
Rates for Sports and Special Programs available on request.

WTTS

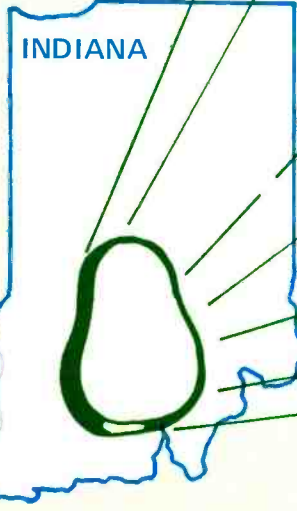
BLOOMINGTON, IND. 1370

HOME OF INDIANA UNIVERSITY
COVERING SOUTH-CENTRAL INDIANA

5,000 WATTS DAY, 500 WATTS NIGHT DIRECTIONAL—
SEPARATE PATTERNS DAY & NIGHT

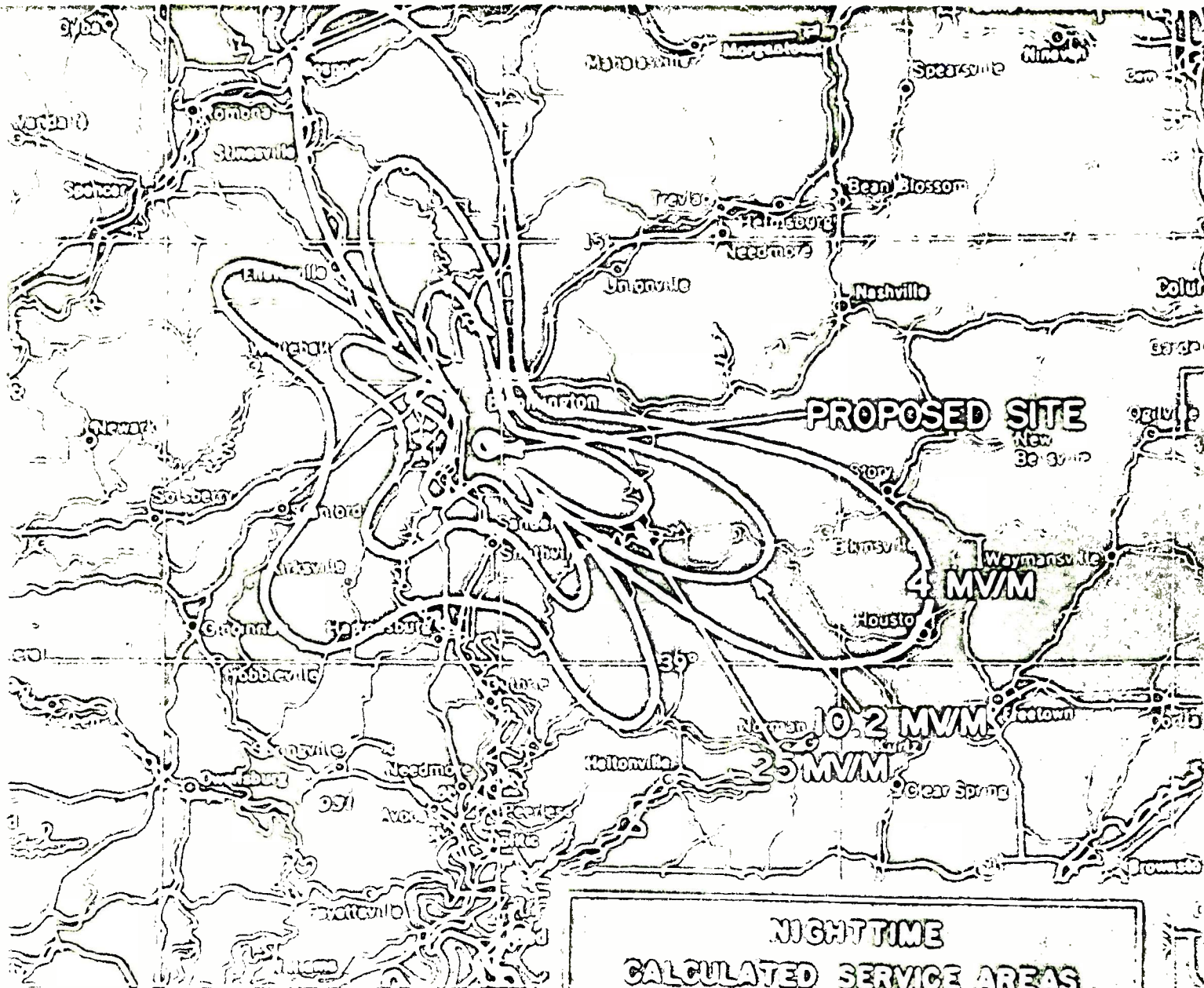


0.5 MV/M
DAY PATTERN



A SARKES TARZIAN STATION

AFFILIATED WITH THE AMERICAN ENTERTAINMENT RADIO NETWORK
535 SOUTH WALNUT STREET, BLOOMINGTON, INDIANA 47401 812-332-3366
Represented by — Meeker Radio, Inc



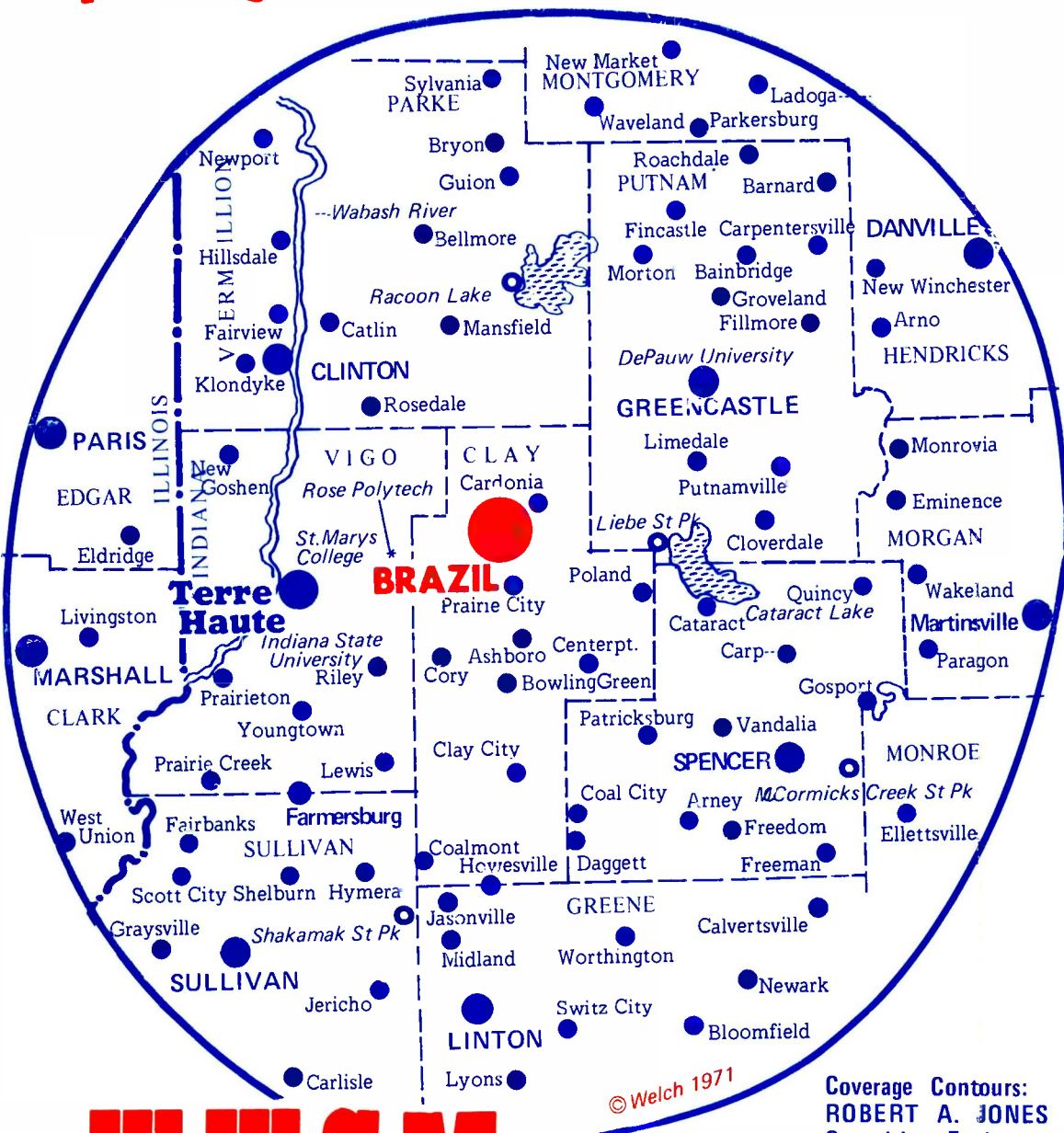
KEAR AND KENNEDY
 CONSULTING ENGINEERS
 WASHINGTON, D.C.

**NIGHTTIME
 CALCULATED SERVICE AREAS
 PROPOSED STATION
 BLOOMINGTON, INDIANA
 1370 KC 500W, 1KW-LS U, DA-N
 Conductivity from FCC Map = 10×10^{-4} umh
 470603**

WTTS - 1370 Bloomington, Indiana 500 watts NIGHTTIME directional pattern.

WTTS - 1370 Bloomington, Indiana 500 watts NIGHTTIME directional pattern.

Top Family Radio for the Wabash Valley



BRAZIL is nationally-known for its clay products manufacturing industry where more than 1,000 workers are employed full time.

BRAZIL and Clay County are also known for coal mining and the livestock shipping facilities.

Both Interstate 70 and cross-country US Highway 40 provide 4-lane expressways to Brazil from St. Louis and Indianapolis.

BRAZIL is in the midst of a recreational paradise... Raccoon Lake State Park, Liebe State Park, Shakamak State Park, Eel River and McCormick's Creek State Park are nearby.

BRAZIL is literally surrounded by educational institutions... Indiana State University, Rose Polytech, and Saint-Mary-of-the-Woods College are located 15 miles west; DePauw University at Greencastle; Wabash College at Crawfordsville; Indiana University in Bloomington.

WWCM RADIO, at 1130 KHz with 500 watts, is Brazil's "Voice to the World," emphasizing area news coverage.

WWCM is a **NEWS** station... with AP wire news, local news, with a big 15-minute news segment during the Noon Farm Hour... and two big farm segments every day.

WWCM is a **SPORTS** station... with coverage of local high-school basketball and football; top national auto races; plus daily sportscasts.

WWCM is also a **MERCHANDISER!** We sell via widely-known personalities and promos that increase sales results!

WWCM is an **ADULT MUSIC** station because we feel advertisers "want to reach folks with the cash to buy!"

SPOT RATES

WEEKLY PACKAGE PLANS:

Times	60-Seconds	30-Seconds
5	\$25.00	\$20.00
10	\$47.50	\$37.50
25	\$99.50	\$75.00

All Rates Commissionable.

PREPARED BY
RADIO Unlimited
Pueblo, Colorado

WWCM

Brazil, Indiana

RADIO 1130
500 Watts

One of the
ALBERT TEDESCO STATIONS
Walter TerMeer, General Manager
Postal Box 227
Phone (812) 446-2317
Brazil, Indiana
47834

Coverage Contours:
ROBERT A. JONES
Consulting Engineer,
LaGrange, Illinois

Market Data:

	0.5 MVM Coverage
Population.....	370,100
Households.....	120,380
Radio Homes.....	118,120
Auto Ownership.....	165,390
Farm Population.....	45,400
SPENDABLE INCOME... \$	1,042,792,000
TOTAL RETAIL SALES \$	623,083,000
Food Stores..... \$	120,803,000
Drug Stores..... \$	20,923,000
Department Stores..... \$	67,577,000
Apparel Shops..... \$	29,019,000
Homefurnishings..... \$	22,292,000
Auto Dealers..... \$	127,313,000
Service Stations..... \$	47,359,000
Gross Farm Income..... \$	198,239,000

Source: SRDS Consumer Data 1971 ©

RATE CARD No. 2

Effective May 1, 1968

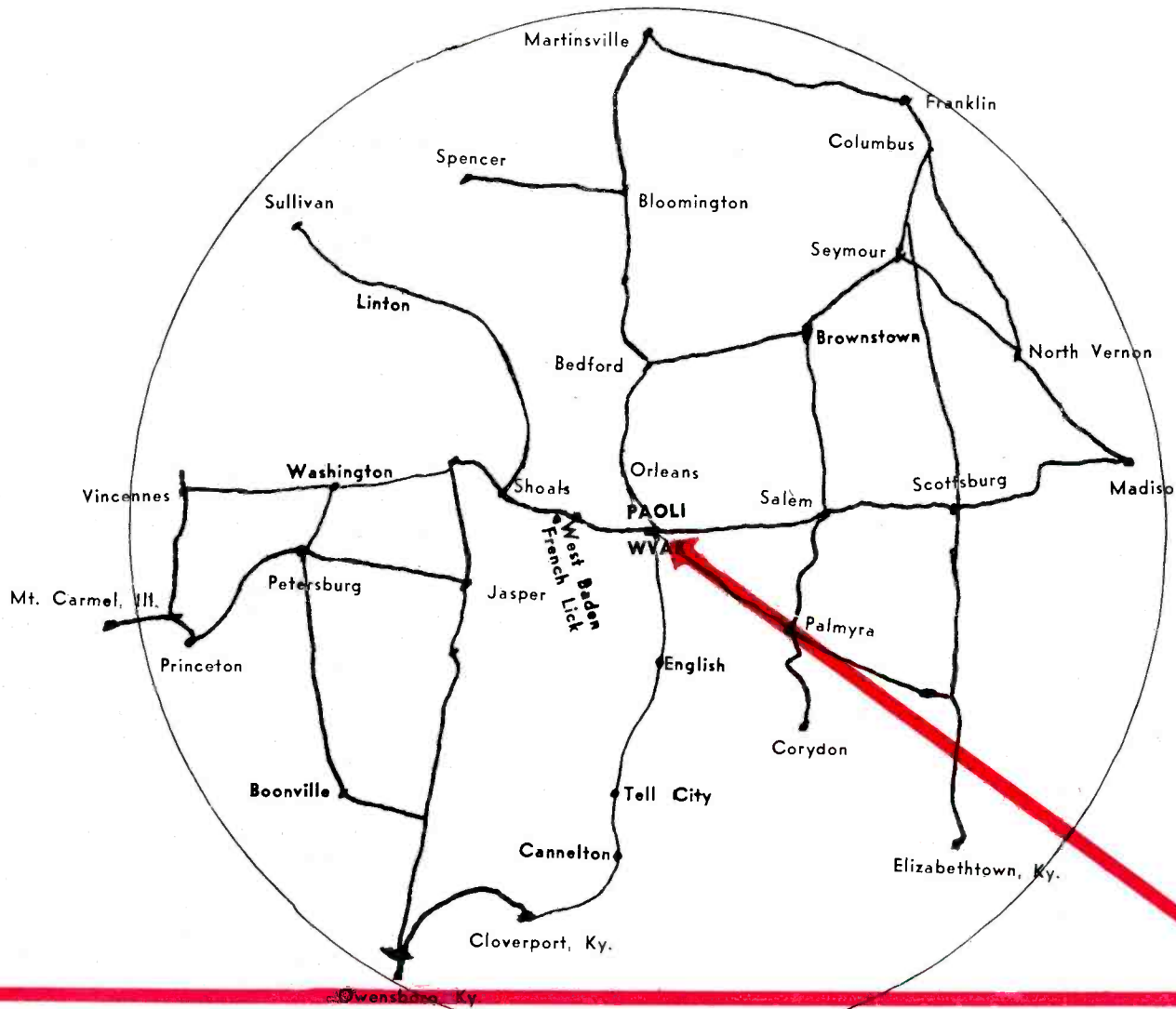
PAOLI, INDIANA

W

V

A

K



E. S. T.

OPERATING SCHEDULE

January	6:00 A. M. to 5:45 P. M.	July	6:00 A. M. to 8:15 P. M.
February	6:00 A. M. to 6:30 P. M.	August	6:00 A. M. to 7:45 P. M.
March	6:00 A. M. to 6:30 P. M.	September	6:00 A. M. to 7:00 P. M.
April	6:00 A. M. to 7:15 P. M.	October	6:00 A. M. to 6:15 P. M.
May	6:00 A. M. to 7:45 P. M.	November	6:00 A. M. to 5:30 P. M.
June	6:00 A. M. to 8:15 P. M.	December	6:00 A. M. to 5:30 P. M.

GENERAL INFORMATION

Owned and operated by

KING & KING BROADCASTERS
Paoli, Indiana Phone 723-3600

Transmitter R. R. 3, Paoli, Indiana
Frequency 1560 KC. A. M.

Operating Power 250 Watts. Day—Non-Directional

CONTRACT and GENERAL INFORMATION

PROGRAM TIME RATES

	1 Hour	½ Hour	¼ Hour	10 Minutes	5 Minutes
1 Time	\$51.40	\$30.90	\$22.75	\$17.25	\$11.40
26 Times	48.75	29.25	21.45	15.60	10.75
52 Times	45.85	27.95	19.20	14.30	10.10
104 Times	42.90	26.00	17.25	13.00	9.10
156 Times	40.00	23.40	15.60	12.05	8.45
260 Times	35.75	21.45	14.30	10.75	7.80

PACKAGE PLANS

	1 Minute
25 Times	150.
50 Times	260.
75 Times	405.
100 Times	550.

Must be run in 14 days or less.

SPOT ANNOUNCEMENTS

	1 Minute	30 Seconds	10 Seconds
1 Time	\$7.25	\$6.25	\$4.10
26 Times	6.50	5.50	3.90
52 Times	6.25	5.25	3.60
104 Times	5.90	4.90	3.30
156 Times	5.25	4.25	3.00
260 Times	5.00	4.00	2.60

- 52 weeks maximum length of contract.
- CONTRACT REQUIREMENTS:** All program matter and commercial copy is subject to the approval of the station management. Station reserves right to change or cancel program or announcement time to accommodate special events or public services. Copy and program material must be in station 24 hours in advance of broadcast.
- TALENT:** Rates and details on request.
- MUSIC CLEARANCE:** ASCAP, BMI, SESAC music licenses included in charge for time facilities.
- PROGRAM SERVICE FACILITIES.** The station has experienced personnel and facilities to prepare and produce any type of program desired by advertisers.
- REMOTE PROGRAMS:** Programs originating outside of studios are subject to special charges Rates on request.
- COMMISSION & CASH DISCOUNTS:** Agency commission to recognized agencies, 15%. No cash discount. Bills due and payable when rendered.
- TRANSCRIPTIONS:** 33 1/3 45 - 78 rpm vertical and/or lateral triple turntables. Micro-Groove discs acceptable.
- POLITICAL:** Time at regular Card rates. Recording of each broadcast required and charged for at prevailing rate. Lines and other costs of remote originations quoted on request. All charges are payable in advance.
- NEWS SERVICES:** UPI Leased Wire.

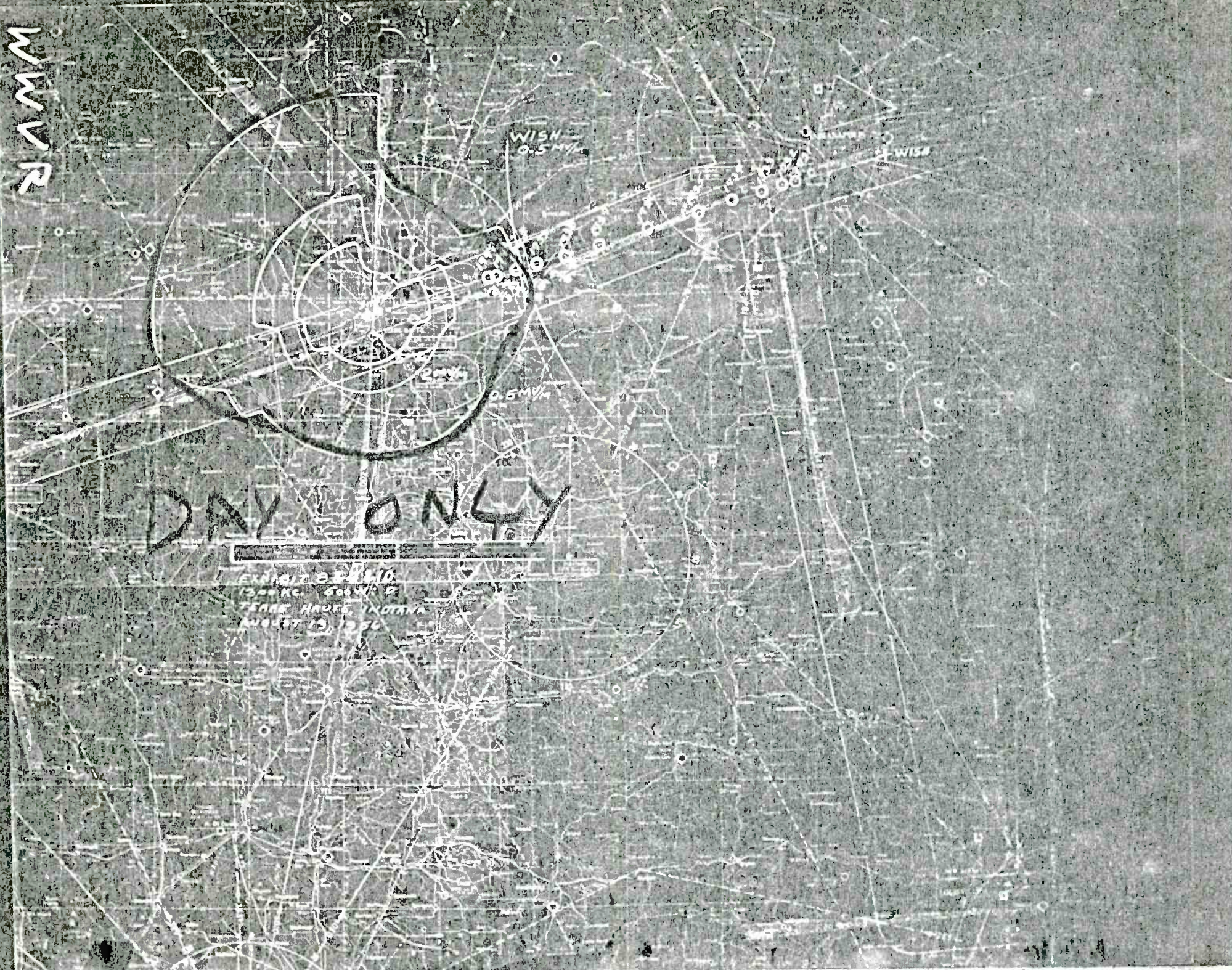
WITH VARIETY AND KNOWLEDGE

WVVR

MAAC-1300

DAY ONLY

Example 2-11-10
1300RC 5000/10
TERRA HAUTE NORTH
WVVR 1970



PROPOSED OPERATION
WXLW INDIANAPOLIS, INDIANA
950 KG 5 KW - D - DA

COMMERCIAL RADIO EQUIPMENT COMPANY
RADIO ENGINEERING CONSULTANT

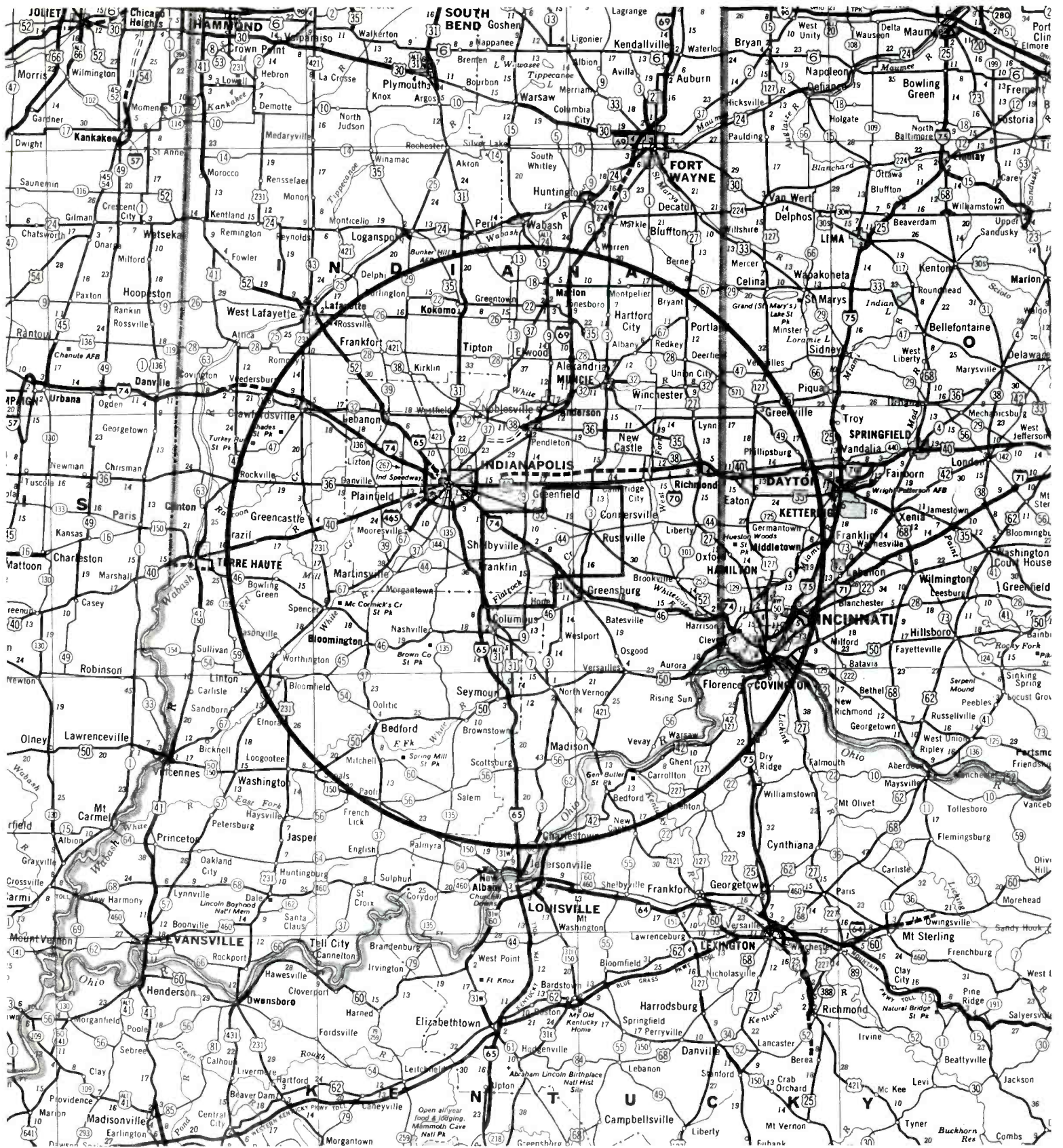
EXHIBIT NO. 13

WSBY 950 INDIAN



WXLW - 950 Indianapolis, Indiana 5,000 watts daytime only. September-1953

WXLW - 950 Indianapolis, Indiana 5000 watts daytime only. September-1953



WSVL-FM Studios located in Rushville and Shelbyville, Indiana. Transmitter located 2 miles north of Shelbyville. Effective Radiated Power 34,220 Watts. Serving: All of Central and Southeastern Indiana. Full Coverage of Rushville and Rush County news, sports, weather, and local events.

Full Coverage of Shelbyville and Shelby County News. Over one million people in listening area. If you want to cover Central and Southeastern Indiana WSVL-FM is a must... the most powerful radio station in this area.

WSVL-FM This coverage area map is accepted by and on file with the **Federal Communications Commission in Washington, D. C.** **97.1 MC**

RATES: WASK PROGRAMS

OF SPECIAL INTEREST

Political announcements and programs will be sold to qualified candidates at regular rates, subject to discounts earned. Payment in full must accompany order.

Invoices paid within ten (10) days of billing date are subject to two (2) per cent discount.

15% discount allowed to recognized agencies.

COMMERCIAL PRACTICES

Ten (10) minute protection is provided for competitive accounts. Live copy limits are twenty (20) words for ten (10) seconds, sixty (60) words for thirty (30) seconds, and one hundred twenty (120) words for sixty (60) seconds. Production aids are a part of the announcements and are counted in its timing.

RATES: WASK ANNOUNCEMENTS

Minutes or less, run-of-station scheduling. Must be used in seven (7) consecutive days. Non-combinable.

10 SPOT \$ 90.00
 20 SPOT \$170.00
 30 SPOT \$240.00

	624	312	156	52	1
60 Minutes	54.60	63.70	72.80	91.00	100.00
15 Minutes	43.70	51.00	54.60	61.88	72.80
	32.75	38.20	41.00	46.40	54.60
60 Minutes	23.40	27.30	31.20	39.00	45.00
15 Minutes	18.75	21.85	23.40	26.50	31.20
	13.05	16.40	17.55	19.90	23.40
5 Minutes	11.70	13.95	15.60	19.50	24.50
	9.35	10.95	11.70	13.25	15.60
	7.00	8.20	8.80	10.00	11.70

	624	312	156	52	1
60 Seconds	9.00	11.50	14.00	16.00	18.00
15 Minutes	7.15	8.50	9.50	10.50	11.50
30 Minutes	5.60	6.25	7.10	7.90	8.60
60 Minutes	7.80	9.10	10.40	11.70	13.00
15 Minutes	5.20	6.10	7.00	8.10	8.60
30 Minutes	3.50	4.20	4.75	5.25	5.75
60 Seconds	4.55	5.10	5.65	6.20	6.50
15 Minutes	2.65	3.15	3.65	4.05	4.30
30 Minutes	1.80	2.10	2.40	2.65	2.85

	624	312	156	52	1
PROGRAMS	312	156	104	52	1
15 Minutes	7.80	11.70	14.30	15.60	16.50
30 Minutes	13.00	16.90	20.80	25.40	26.00
60 Minutes	19.50	25.40	26.00	32.50	36.50
ANNOUNCEMENTS	624	312	156	52	1
60 Seconds	2.60	3.25	4.05	4.70	5.50

TIPPECANOE COUNTY FACTS

Population 96,000
 Households 27,200
 Farm Population 4,700
 Retail Sales \$187,254,000
 Gross Farm Income \$26,949,000
 Passenger Car Registration 41,300
 1968-69 Purdue University Enrollment 24,500

LAFAYETTE METRO AREA

FIRST in US per household retail sales.
 FIRST in IND. per household spendable income.
 NINTH in US per household spendable income.
 (Sales Management Survey of Buying Power, '67)

FM Package * 10/\$35.00 20/\$55.00 30/\$80.00

* FM packages are minutes, run-of-station, to be scheduled within seven (7) consecutive days. Non-combinable.

RATES: WASK PROGRAMS

OF SPECIAL INTEREST

Political announcements and programs will be sold to qualified candidates at regular rates, subject to discounts earned. Payment in full must accompany order.

Invoices paid within ten (10) days of billing date are subject to two (2) per cent discount.

15% discount allowed to recognized agencies.

COMMERCIAL PRACTICES

Ten (10) minute protection is provided for competitive accounts. Live copy limits are twenty (20) words for ten (10) seconds, sixty (60) words for thirty (30) seconds, and one hundred twenty (120) words for sixty (60) seconds. Production aids are a part of the announcements and are counted in its timing.

RATES: WASK ANNOUNCEMENTS

Minutes or less, run-of-station scheduling. Must be used in seven (7) consecutive days. Non-combinable.

10 SPOT \$ 90.00
 20 SPOT \$170.00
 30 SPOT \$240.00

	624	312	156	52	1
60 Minutes	54.60	63.70	72.80	91.00	100.00
15 Minutes	43.70	51.00	54.60	61.88	72.80
	32.75	38.20	41.00	46.40	54.60
60 Minutes	23.40	27.30	31.20	39.00	45.00
15 Minutes	18.75	21.85	23.40	26.50	31.20
	13.05	16.40	17.55	19.90	23.40
5 Minutes	11.70	13.95	15.60	19.50	24.50
	9.35	10.95	11.70	13.25	15.60
	7.00	8.20	8.80	10.00	11.70

	624	312	156	52	1
PROGRAMS	312	156	104	52	1
15 Minutes	7.80	11.70	14.30	15.60	16.50
30 Minutes	13.00	16.90	20.80	25.40	26.00
60 Minutes	19.50	25.40	26.00	32.50	36.50
ANNOUNCEMENTS	624	312	156	52	1
60 Seconds	2.60	3.25	4.05	4.70	5.50

FM Package * 10/\$35.00 20/\$55.00 30/\$80.00

* FM packages are minutes, run-of-station, to be scheduled within seven (7) consecutive days. Non-combinable.

Time Class: (AA) Sign on—9 AM Mon. thru Sat.; 3 PM—6:30 PM Mon. thru Fri.
 (A) 9 AM—3:00 PM Mon. thru Fri.; 9 AM—6:00 PM Sat.;
 Sign on—6:00 PM Sun.
 (B) Other Times.

POLICIES

1 Stations reserve the right to make rate change effective on date they might announce. Rate is guaranteed for the life of contract only. Interrupted schedules, unless agreed to in contract, result in withdrawal of rate protection.

2 Frequency discounts may be earned within 52 consecutive weeks. Announcements and programs are NOT combinable. ID's are NOT combinable with other announcements. Package plans are not combinable. Rate card minutes and thirties are combinable, regardless of rate classification. Programs are combinable with themselves.

3 Fourteen (14) days cancellation notice is required on announcement schedules: twenty-eight (28) days on programs. Schedules must start within thirty (30) days of contract date. Maximum length of contract is fifty-two (52) weeks. Short rates will apply immediately to cancelled contracts.

4 Services of staff announcers and continuity department included in rates shown. Rates on request for sports broadcasts, special programs, remotes, etc.

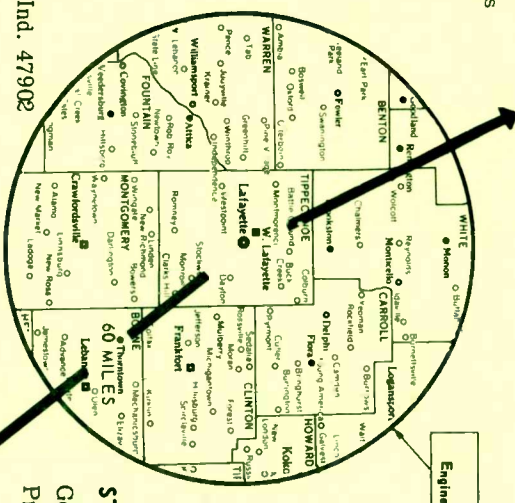
5 Broadcast content of programs and announcements must be in good taste. All copy subject to Lafayette Broadcasting, Inc. approval, and the station reserves the right to refuse copy for reasons satisfactory to itself. Copy for any program not prepared and delivered solely by station personnel must be submitted in final form seventy-two (72) hours in advance of broadcast.

6 Closing time on commercial copy and program material is forty-eight (48) hours prior to broadcast. Failure to comply releases the station from obligation to adhere to schedule.

WASK
1450 KC
1000 w. days/250 w. nights

WASK - FM
105.3 MC
42,000 watts
STEREO

CHICAGO
120 MILES



STUDIOS AND OFFICES

McCarty Lane, Lafayette, Ind. 47902
Phone: 317 447-2186

Stations owned and operated by . . .
Lafayette Broadcasting, Inc.

STATION PERSONNEL

General Manager: Henry Rosenthal
Program Manager: Jerry Collins

Established 1942



Lafayette, Indiana

Phone: 317-447-2186

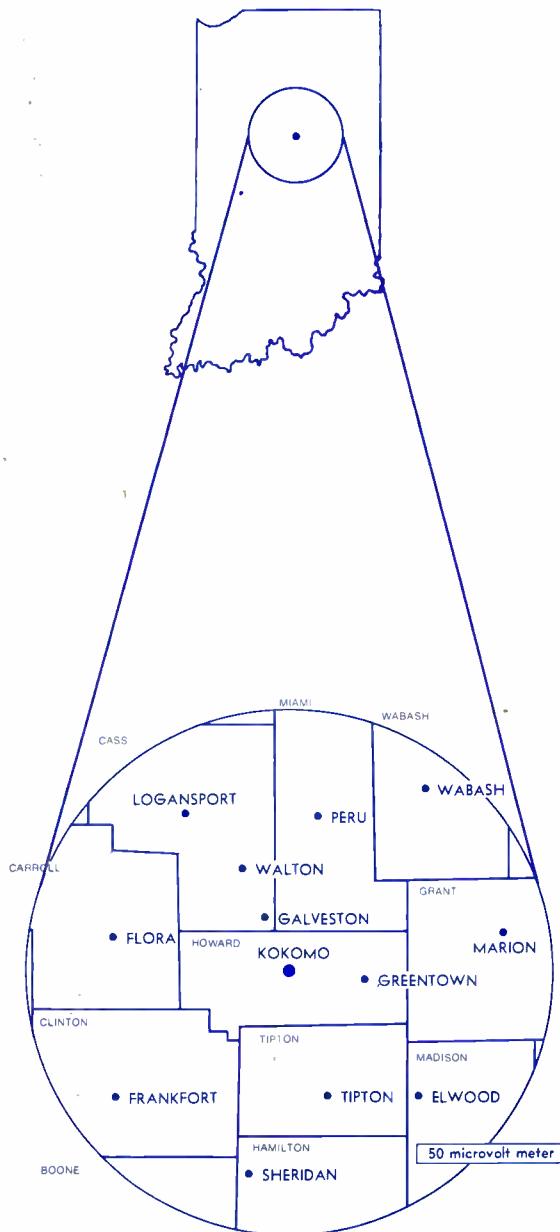
WASK 2m
radio fm

rate card

NUMBER 12 - Effective January 1, 1965

WWKI PROVIDES SALES OPPORTUNITIES IN ELEVEN COUNTIES WITH 100,000 PLUS HOUSEHOLDS POPULATED WITH OVER 350,000 PROSPECTIVE BUYERS.

COVERAGE MAP



WWKI



"Radio 100"
fm

Country Music for North Central Indiana

24 Hours Every Day

Box 989
Kokomo, Indiana 46901
TELEPHONE: AREA 317 452-9845

RETAIL RATE CARD

Retail Rates

STATION INFORMATION

WWKI operates on a frequency of 100.5 megacycles, with an operating power of 5100 watts, 24 hours per day, 7 days per week.

CONTRACT CONDITIONS

The rates on this card are guaranteed for the life of the contract up to 52 weeks.

Commercial copy is subject to the approval of the station management.

A contract may be terminated by a 14 day advance notice in writing. If the advertiser terminates the contract it will pay the station according to the rate on this card for the lower number of announcements.

POLITICAL BROADCASTS

Political announcements will be sold at the regular rates and payment must accompany the order.

COMMISSIONS AND CASH DISCOUNTS

Retail Rates Are Net and Non-Commissionable.

Effective October 20, 1969

Yearly Rates

Times	60 sec.	30 sec.	10 sec.
1	5.75	4.60	3.35
26	5.35	4.30	3.20
52	5.05	4.00	3.00
104	4.75	3.80	2.80
260	4.45	3.60	2.60
500	4.15	3.40	2.40
1000	3.75	3.00	2.20
2000 & up	3.40	2.60	2.00

Yearly Rates

Times	5 min.	15 min.	30 min.
1	10.00	18.00	32.00
26	9.50	16.00	30.00
52	9.00	14.00	26.00
104	8.00	13.00	24.00
260	7.00	12.00	22.00
520	6.00	11.00	20.00

13 Weeks

Times	60 sec.	30 sec.	10 sec.
13	5.20	4.20	3.15
26	5.00	4.00	3.00
52	4.75	3.80	2.80
104	4.45	3.60	2.60
260	4.00	3.30	2.40
520	3.75	3.00	2.20

WWKI BLOCK BUSTER PACKAGES, TO BE USED IN 30 DAYS

Times	60 sec.	30 sec.	10 sec.
20	100.00	80.00	60.00
40	190.00	150.00	110.00
100	390.00	310.00	250.00
200	700.00	560.00	400.00

13 WEEK RATES REMOTES

Hrs.	Per Hr.	Hrs.	Per Hr.
1	60	25-49	25
2-5	42.50	50-99	22.50
6-12	35	100 & up	20
13-24	28.50		

YEARLY RATES REMOTES

Hrs.	Per Hr.	Hrs.	Per Hr.
50	25.00	200	20.00
100	22.50	400 & up	17.50

**COMMUNITY SERVICE BROADCASTERS
RADIO STATION**

F-M 94.3 MC

A-M 1050 KC

W

T

C

A

"WINNER"

of

ASSOCIATED PRESS "SWEEPSTAKES" AWARD

"TOP INDIANA NEWS STATION"

112 West Washington Street
PLYMOUTH, INDIANA

Owner-Gen. Mgr.
Kenneth E. Kunze

Sales Mgr.
R. S. "Sid" Smith

PHONE:
219-936-4096

COMMERCIAL ANNOUNCEMENT RATES

Effective June 1, 1968

	<u>60 sec.</u>	<u>30 sec.</u>	<u>15 sec.</u>
1 to ⁵⁰ Times	\$4.00	\$3.00	\$2.00
51-149 " "	3.50	2.65	1.75
150 " "	3.00	2.25	1.50
250 " "	2.75	2.10	1.38
500 " "	2.50	1.90	1.25
1000 " "	2.20	1.65	1.10

SATURATION PACKAGES

Must be used within seven day period

	<u>60 sec.</u>	<u>30 sec.</u>	<u>15 sec.</u>
25 Times @3.50	\$87.50	\$65.65	\$43.75
50 " @3.00	150.00	112.50	75.00
75 " @2.75	206.25	154.70	103.15
100 " @2.50	250.00	187.50	125.00

PROGRAM RATES:

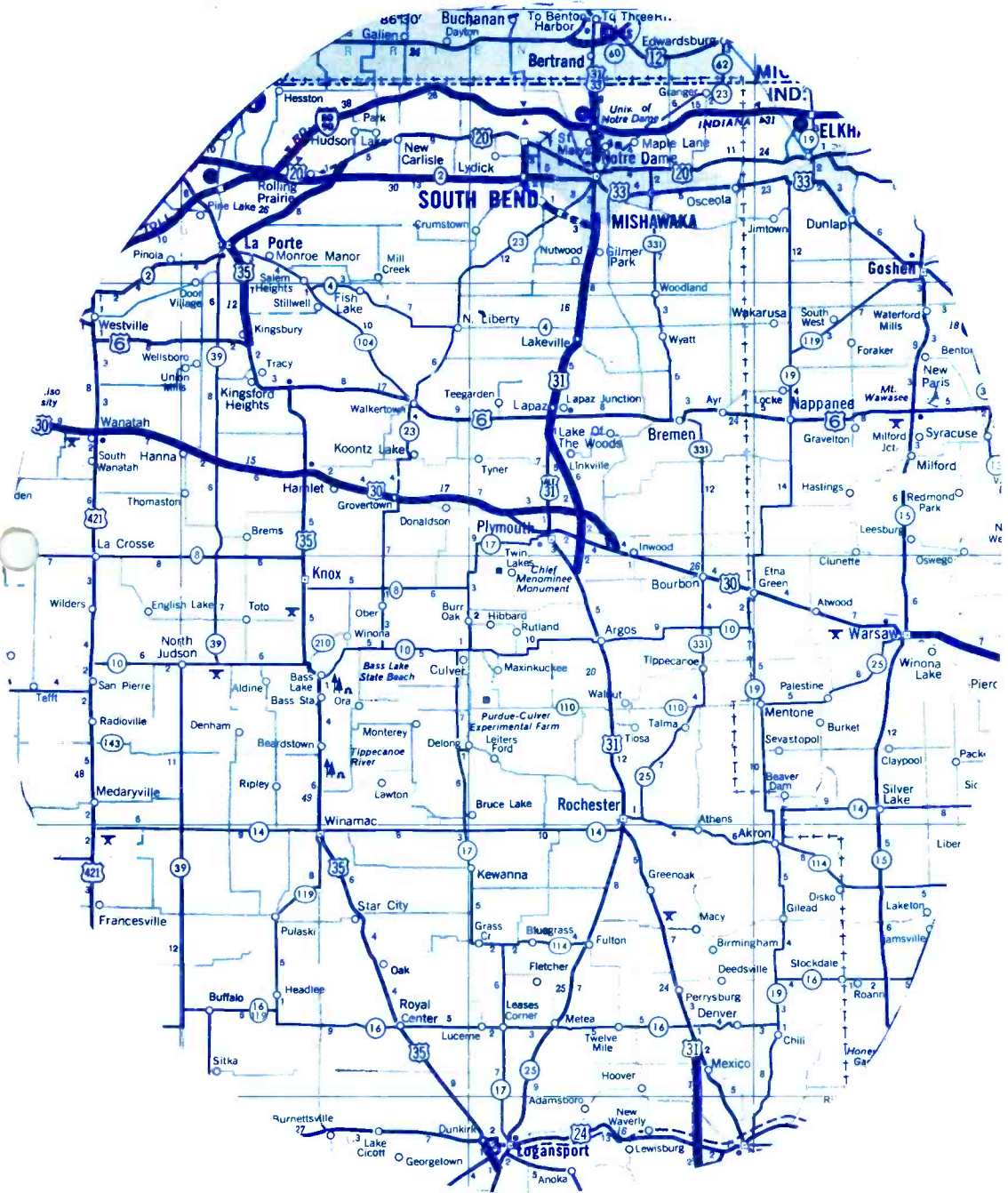
	<u>15 min.</u>	<u>10 min.</u>	<u>5 min.</u>
156 Times	\$12.25	\$10.00	\$6.25
260 " "	11.00	8.75	5.50
312-364 " "	10.00	8.00	5.00

RATES FOR: Hourly, half hour, and "REMOTE". At your location broadcasts quoted on request. See your WTCA RADIO sales representative.

ALL POLITICAL ADVERTISING PAYABLE IN ADVANCE.

ABOVE LISTINGS ARE LOCAL RATES; NON-COMMISSIONABLE TO AGENCIES.

WTCA - FM Coverage Map



WTCA RADIO covers all of Marshall, Fulton, Starke, & St. Joseph Counties, "Plus" a goodly portion of LaPorte, Elkhart, Kosciusko, Cass, Pulaski, Miami, & Wabash counties.

FARM PROGRAMMING: Seven programs daily, Monday through Friday. (Grain & Livestock markets, Farm legislation and other information, Egg mkts., Saleable receipts, Dow Jones noon averages, etc.).

NEWS: Fifteen minutes daily at 8:00 a.m., Noon, and 5:00 p.m.
Five minutes at five minutes before each hour listed above.
News Headlines on the half hour.

FEATURE PROGRAMS: Earl Nightingale 8:15 a.m.
THIS & THAT with JEANNE 9:30 a.m. to 10:30 a.m.
YOUR TELEPHONE 10:30 a.m. to 10:55 a.m.

SPORTS: Approximately 120 regularly scheduled, area high school Football & Basketball games. Schools included are: PLYMOUTH, ARGOS, BREMEN, BOURBON, WALKERTON, LAVILLE, ROCHESTER, CULVER, & NORTH LIBERTY.

INDIANA UNIVERSITY FOOTBALL & BASKETBALL

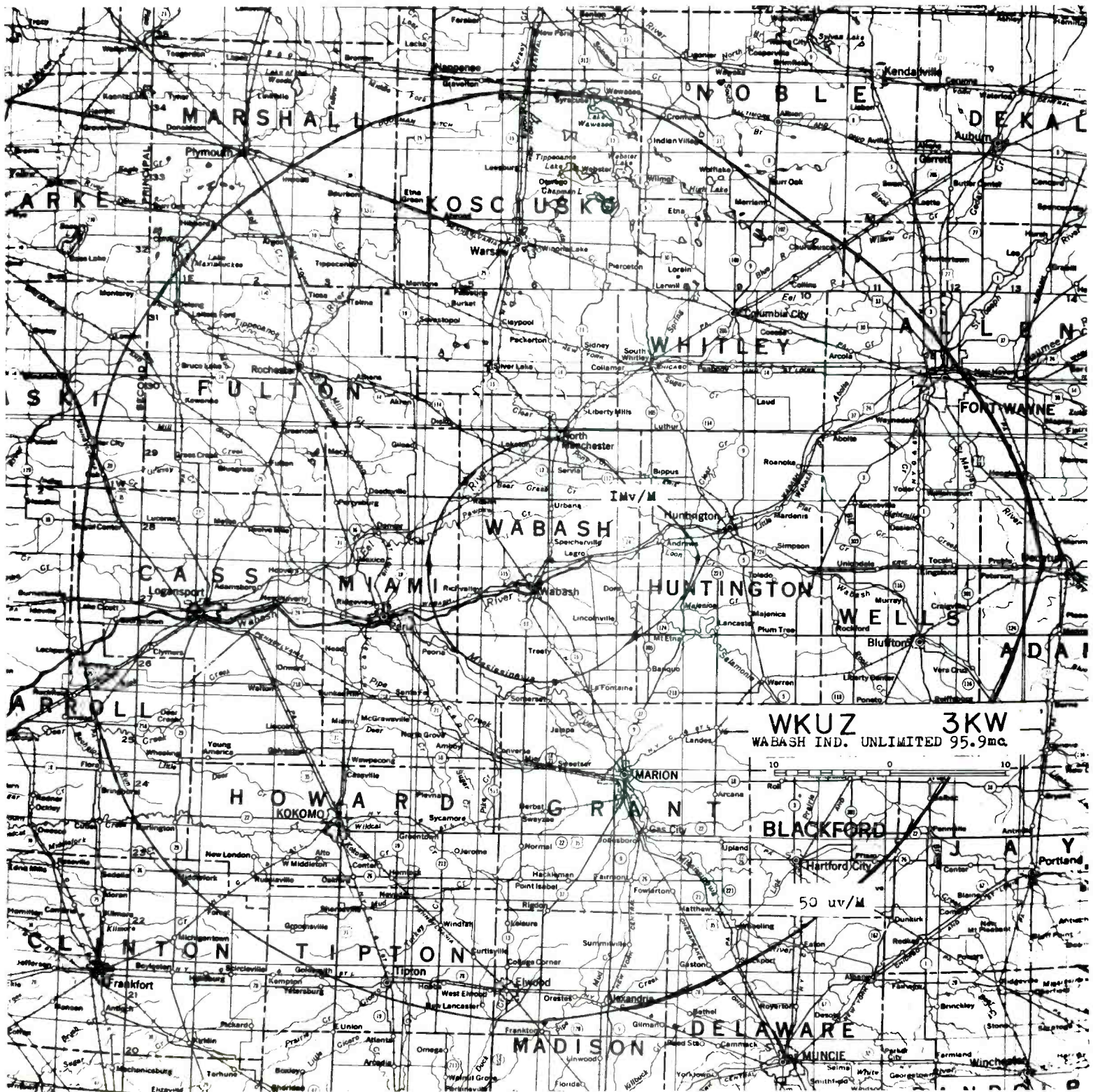
WHITE SOX BASEBALL

DAILY SPORTS REPORT: 5:20 to 5:30 p.m.

LISTENERSHIP: (Results of Ralston Purina Survey) Four R.P. consumer salesmen interviewed 562 area farmers individually. 529 (or 96%) told them that "THEY" (the farmers) relied on WTCA for News, Weather, Mkts., and farm information.

YOU reach more people more often for "LESS" money per person with radio. Call your WTCA RADIO SALES REPRESENTATIVE FOR FURTHER INFORMATION.

Phone: 219-936-4096
Plymouth, Ind.
46563



WKUZ 3KW
WABASH IND. UNLIMITED 95.9mc

50 uv/M



WKUZ
Wabash, Indiana

"The Tower of Power"

**The
BIG LIVE SOUND**

NEWS - SPORTS - VARIETY - MUSIC - PUBLIC SERVICES

SPECIAL PROGRAMS....

COM. NEWS	1 Time	26	52	104	156	260	312
	\$6.00	5.75	5.50	5.25	5.00	4.75	4.50

SATURATION

60 sec	30 sec
5 Per day \$12.50	5 Per day \$10.00
10 Per day 20.00	10 Per day \$17.50

REGULAR TIMES....

LOCAL RATE CARD #1

APRIL 1966

**LENGTH OF
PROGRAM**

FREQUENCY

	1	26	52	104	156	260	312
60 Min	\$40.00	37.50	36.00	34.50	33.00	31.50	30.00
30 "	22.00	21.00	20.00	18.50	17.50	16.75	16.00
15 "	14.00	13.50	13.00	12.50	12.00	11.50	11.00
10 "	11.00	10.50	10.00	9.50	9.00	8.50	8.00
5 "	8.00	7.50	7.00	6.50	6.00	5.50	5.00
1 "	4.50	4.25	4.00	3.75	3.50	3.25	3.00
1/2 "	3.50	3.25	3.00	2.75	2.50	2.25	2.00

**Serving the
Upper Wabash**

Valley

with

74,000 PEOPLE

in the

Grade "A"

Coverage

NEWS - SPORTS - VARIETY - MUSIC - PUBLIC SERVICES

"The Tower of Power"

**The
BIG LIVE SOUND**

WXUS 92.7
FM

STATION INFORMATION

Established January 1, 1970

Frequency 92.7 MHz

Operating power 3,000 watts

Daily Hours 6:00 A.M. till 3:00 A.M.

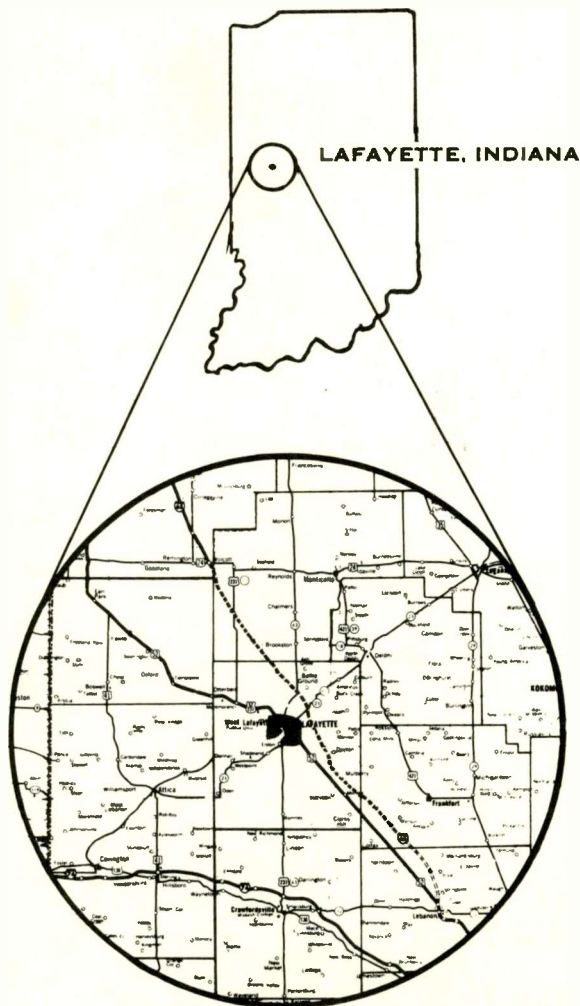
News Affiliate – ABC and UPI

Location:

Transmitter and Studio two miles West of Eli Lilly
on Lilly Road.

Business and Sales Office 1000 Ortman Lane
Lafayette, Indiana 47905.

Owned and Operated by Tiprad Broadcasting Co., Inc.
1000 Ortman Lane Lafayette, Indiana 47905.



S
92.7
FM
WXUS

RETAIL RATE CARD

FOR LAFAYETTE'S
NEW AND INFORMATIVE
FM STATION

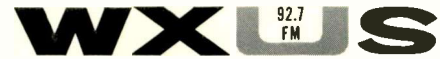
TIPRAD BROADCASTING CO., INC.
1000 ORTMAN LANE
LAFAYETTE, INDIANA 47905
DIAL 317/474-1494

EFFECTIVE MARCH 1971



POLICIES

1. Rate protection guaranteed for duration of contract only.
2. TWO WEEKS (14 DAYS) cancellation notice is required on announcements, one month (30 DAYS) cancellation notice on programs.
3. Rates shown apply to studio originated broadcasts only. Rates on other originations on request.
4. All program content and/or announcement copy is subject to station management approval before broadcast. The station reserves the right to refuse copy for reasons satisfactory to itself.
5. Closing time on commercial copy and program material is Forty-eight (48) Hours.
6. Rates shown are advertising agency commissionable.
7. Billing is rendered on First day of each month following broadcast and is due and payable Net 10 days following billing date to accounts with satisfactory credit rating. A carrying charge of one percent per month until paid will be added to all accounts past due. Without satisfactory credit rating, terms are cash with order.
8. Political announcements will be sold at the regular rates and payment must accompany the order.



RETAIL RATES

Programs		Yearly Rates			
Times	per week	5 min.	10 min.	15 min.	30 min.
1	0	8.50	12.00	16.00	27.50
52	1	7.00	10.00	13.00	20.50
104	2	6.50	8.00	10.00	17.50
260	5	5.00	6.00	8.50	15.75
312	6	4.50	5.50	7.50	14.00
520	10	4.00	5.00	6.50	12.50

Announcements		Yearly Rates		
Times	per week	60 sec.	30 sec.	10 sec.
1	0	4.75	3.80	2.85
52	1	4.05	3.20	2.20
104	2	3.75	2.90	1.95
260	5	3.45	2.70	1.85
312	6	3.20	2.60	1.80
520	10	3.00	2.45	1.75
624	12	2.85	2.30	1.65
1040	20	2.75	2.20	1.50

Announcements		13 Weeks		
Times	per week	60 sec.	30 sec.	10 sec.
13	1	4.20	3.25	2.25
26	2	4.00	3.00	2.00
52	4	3.75	2.80	1.90
104	8	3.50	2.60	1.80
260	20	3.20	2.40	1.70
520	40	3.00	2.25	1.65

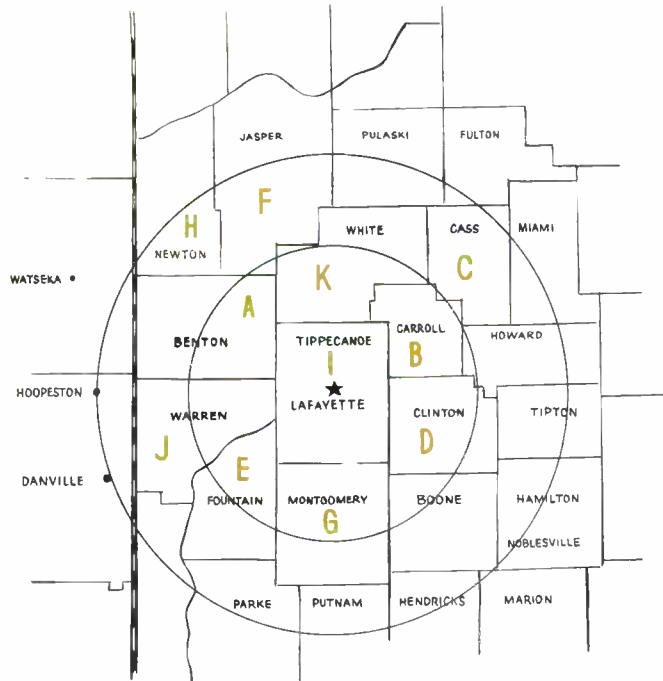
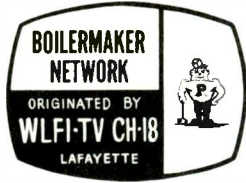
WXUS Package to be used in 30 days

Times	per day	60 sec.	30 sec.	10 sec.
20	1	3.75/75.00	3.25/65.00	2.25/45.00
40	2	3.50/140.00	3.00/120.00	2.00/80.00
100	4	3.00/300.00	2.50/250.00	1.50/150.00
200	8	2.75/550.00	2.25/450.00	1.30/260.00

WLFI-TV

channel eighteen

LAFAYETTE, INDIANA



VIEWER MAIL RESPONSE

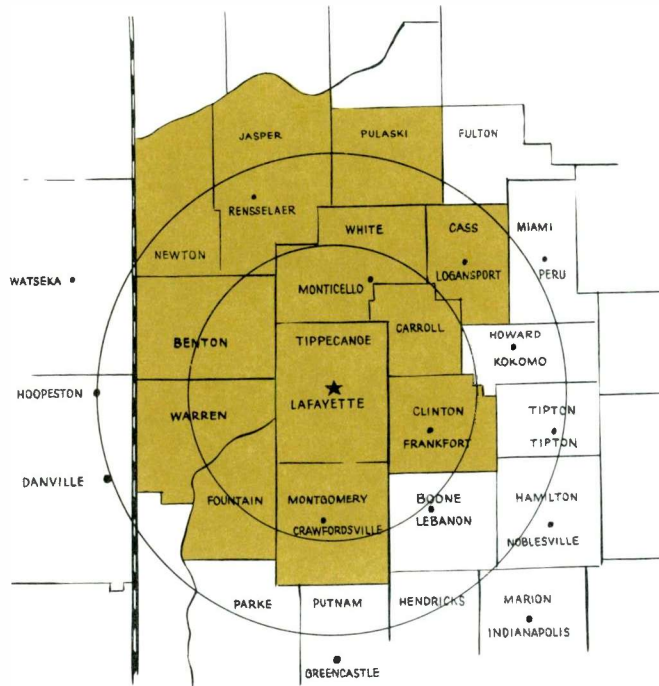
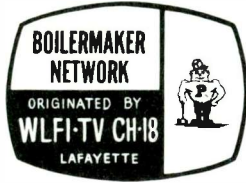
A BENTON COUNTY	381	E FOUNTAIN COUNTY	58	I TIPPECANOE COUNTY	3607
B CARROLL COUNTY	322	F JASPER COUNTY	111	J WARREN COUNTY	32
C CASS COUNTY	65	G MONTGOMERY COUNTY	19	K WHITE COUNTY	545
D CLINTON COUNTY	59	H NEWTON COUNTY	32		



WLFI-TV

channel eighteen

LAFAYETTE, INDIANA



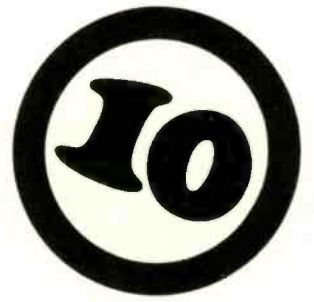
	METRO (TIPP. CO.)	TELEVISION SERVICE AREA
HOUSEHOLDS		
TOTAL HOUSEHOLDS	27,700	95,200
TV HOUSEHOLDS	26,100	90,600
COLOR TV HOUSEHOLDS	10,000 (EST.)	32,500 (36%)
CATV HOUSEHOLDS	12,750	23,550 (8 CATV Systems)
PURDUE CATV HSHDS.	2,000	
POPULATION	95,800	276,800
PURDUE STUDENTS	24,700	

EFFECTIVE JAN. 1, 1969

NETWORK AFFILIATION CBS-TV
 NATIONAL REPRESENTATIVE . . . JACK MASLA & CO.
 OPERATING HOURS 9:00 AM-1:00 AM SUNDAY THRU SATURDAY
 POWER . . . 186 KW VISUAL . . . 26.3 KW AURAL
 TOWER 655 FT. ABOVE GROUND
 LICENSEE . . . RJN BROADCASTING, INC. McCARTY LANE,
 LAFAYETTE, IND. 47902 . . . TELEPHONE 317-447-2113



WTHI/TV/TERRE HAUTE



 A CBS Affiliate

image/believability, integrity, understanding and depth research are but a few of the components that has made WTHI/TV the television station people turn to; **our overwhelming acceptance is proof of the pudding***

reach/a single announcement in our six o'clock report delivers more homes than our closest competitor does with five announcements Monday thru Friday in either its early or late news; **and the WTHI/TV announcement is unduplicated***

frequency/more people get more news, more entertainment, more information, more frequently in the Terre Haute market from WTHI/TV, than from any other television station*



WTHI/TV/TERRE HAUTE

OFFERS 1 R F IN THE 42 COUNTY TERRE HAUTE MARKET.

 A CBS Affiliate

EAST CENTRAL ILLINOIS
111,000 TV HOMES IN AREA **

MIDWESTERN INDIANA
217,500 TV HOMES IN AREA **



** ARB/ FEB/MAR. '70
* CURRENT ARB

DOMINANT IN INFORMATION, EDUCATION AND ENTERTAINMENT. SERVICE TO THE COMMUNITY

sold nationally by

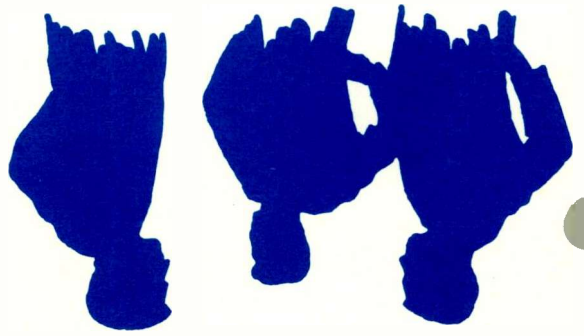


AVERY-KNODEL, INC.



A CBS Affiliate

your best buy is



MARKET DATA

Total Survey Area	Television Homes	Consumer Spendable Income (\$000)	Total Retail Sales (\$000)	Food Store Sales (\$000)	Drug Store Sales (\$000)	Passenger Car Registrations
	328,500	\$ 3,046,498	\$ 1,902,535	\$ 368,382	\$ 59,163	488,090

SOURCE: ARB, SRDS, May, 1970

THE MARKET

Major Food Chains in Area

K-Mart	(1)	Standard	(6)
Kroger	(22)	Great Scot	(1)
A & P	(12)	Red & White	(32)
Allied	(7)	Grab It Here	(28)
I. G. A.	(96)	Regal	(28)
Eisner	(6)		

Major Drug Chains.

Walgreen	Hook
Osco	Haags

Other Major Retailers

Firestone	General Tire
J. C. Penney	Sears Roebuck
F. W. Woolworth	Montgomery Ward
W. T. Grant	Sherwin-Williams
Kresge	The Singer Company
Topps	C. G. Murphy
Woolco	K-Mart

Principal Shopping Days

Monday, Friday, and Saturday
Evenings: Monday and Friday

TERRE HAUTE, located on a fifty-foot plateau overlooking the Wabash River, is one of the principal manufacturing cities in the state. Terre Haute has become a prosperous retail trading area with five new shopping centers in the last four years. The city is surrounded by a rich agricultural region and is the marketing center for corn, soybeans, wheat, tomatoes, oats, and alfalfa. In addition, sand, gravel, and clay all figure heavily among the natural resources of this region.

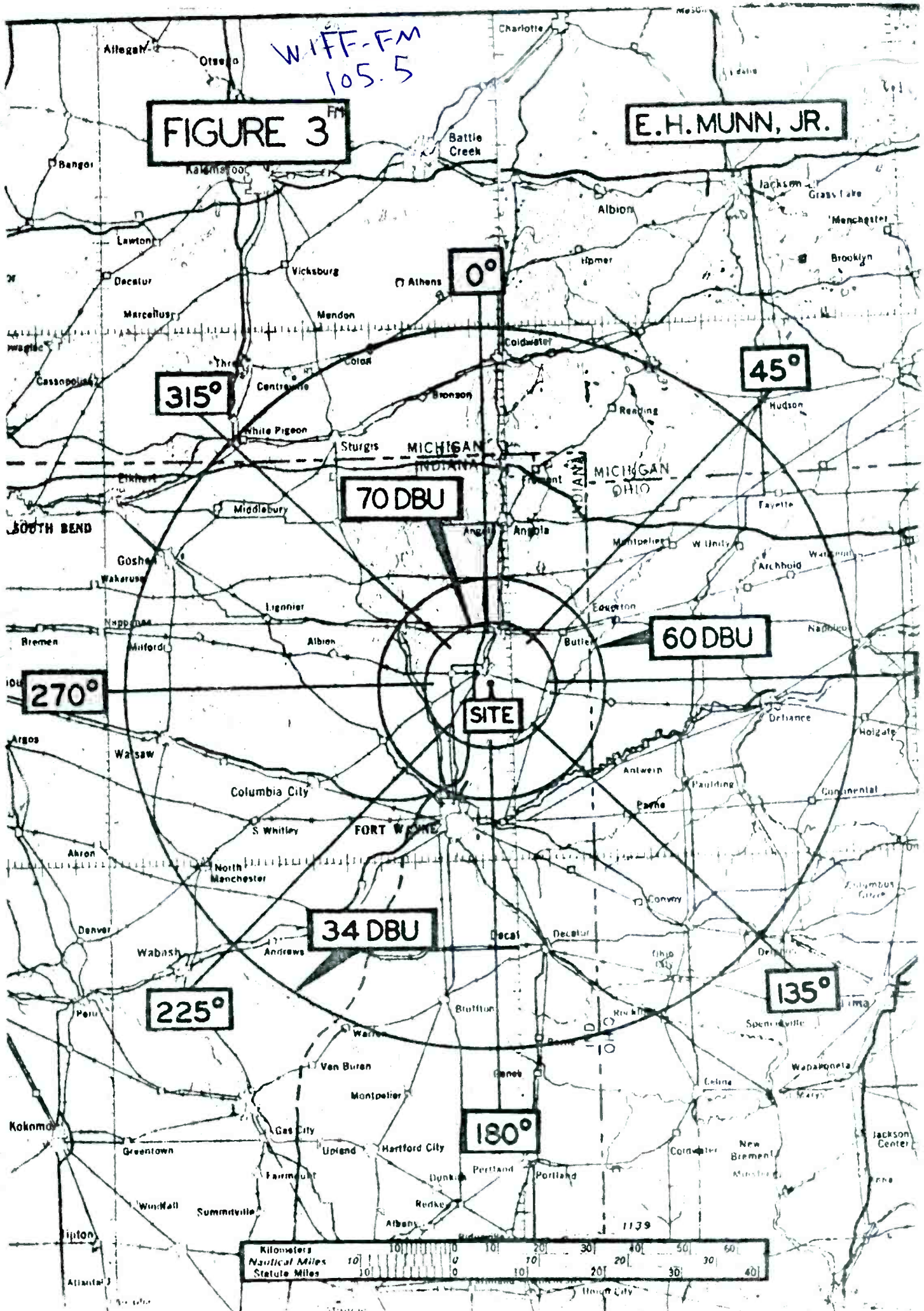
All this abundance is naturally reflected in the millions of dollars invested in the market by large national corporations. With the Wabash River supplying the water that is so important to industry, it is not surprising that such firms as Chas. Pfizer and Co., (vaccines, antibiotics, and fine organic chemicals); Columbia Record Club (the largest record club in the world); The Anaconda Company (aluminum sheet and strip, extruded aluminum rods); General Dynamics Corp., and Martin Marietta, (crude sand and gravel); J.I. Case Company (farm equipment); Armour and Co., and Cities Service Co., (fertilizers); Bemis Co., Inc. (plastic bags, sacks, sheets, etc.); Commercial Solvents Corp., (poultry and animal feed supplements, gelatins and dynamite); the Ethyl Corp., (polyethylene film); The Great A & P Tea Co. (Ann Page Foods); and The Pillsbury Co. located here.

Terre Haute is vitally interested in education and maintains a working link with its three fine colleges. These institutions not only provide numerous cultural advantages for the citizens of Terre Haute, but also provide assistance in many important civic projects. Indiana State University, a state-sponsored co-educational university (16,500 enrollment) has aided the city immeasurably in the matter of urban renewal. Rose Polytechnic College (900 male students) and St. Mary-of-the-Woods, a Roman Catholic college for women (650 students), along with ISU hold the key to a large unmeasured viewing audience as well.

WIFF-FM
105.5

FIGURE 3^{FM}

E.H. MUNN, JR.



0°

45°

315°

70 DBU

60 DBU

270°

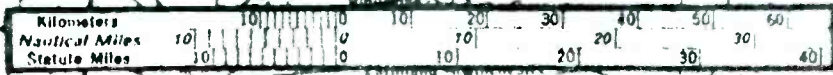
SITE

34 DBU

225°

135°

180°



WYCA-fm

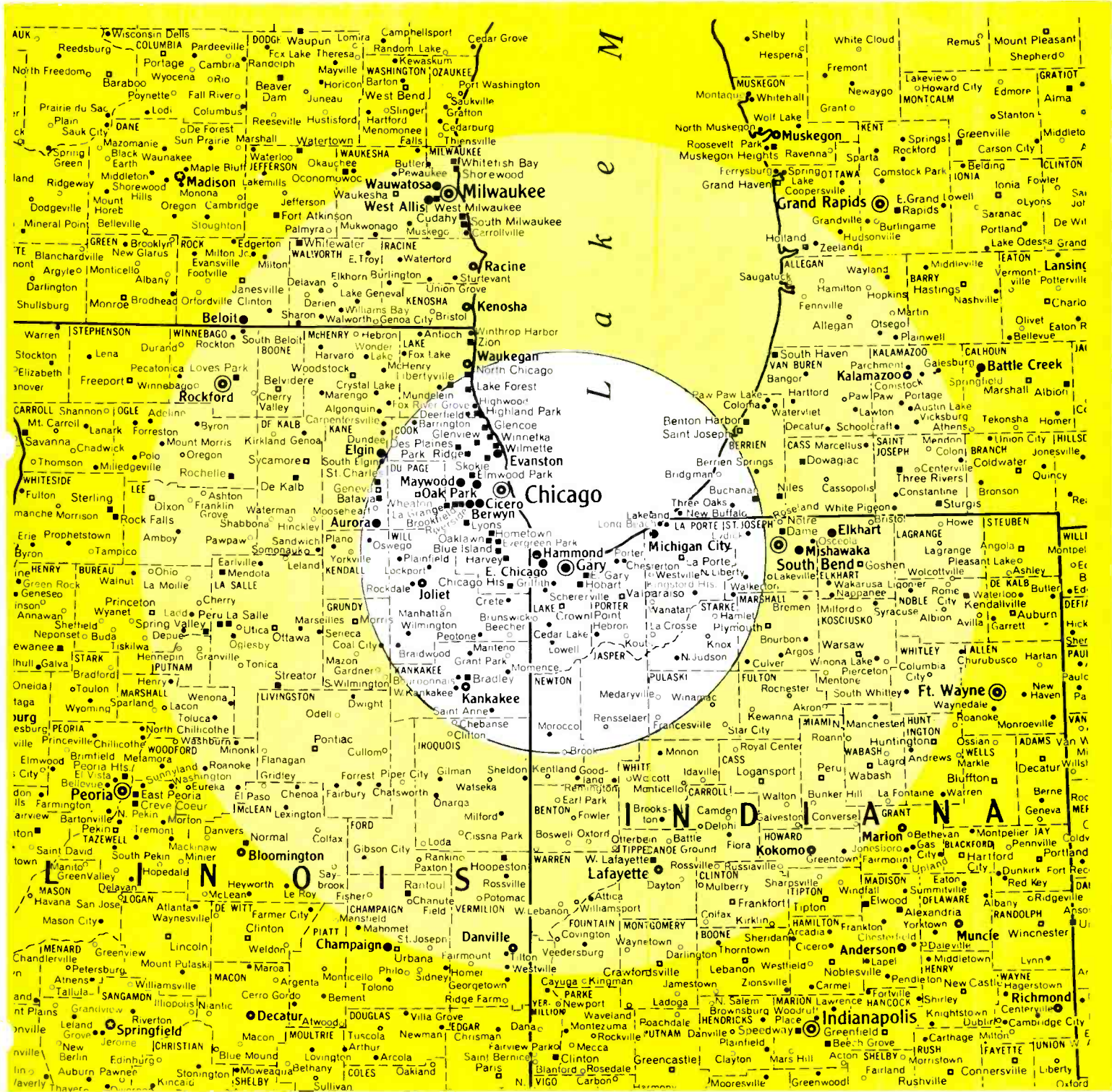
92.3 on your FM dial
HAMMOND, INDIANA 46320

Hammond Phone 219 933-0923

Chicago Phone 312 734-0923

CITY POPULATION

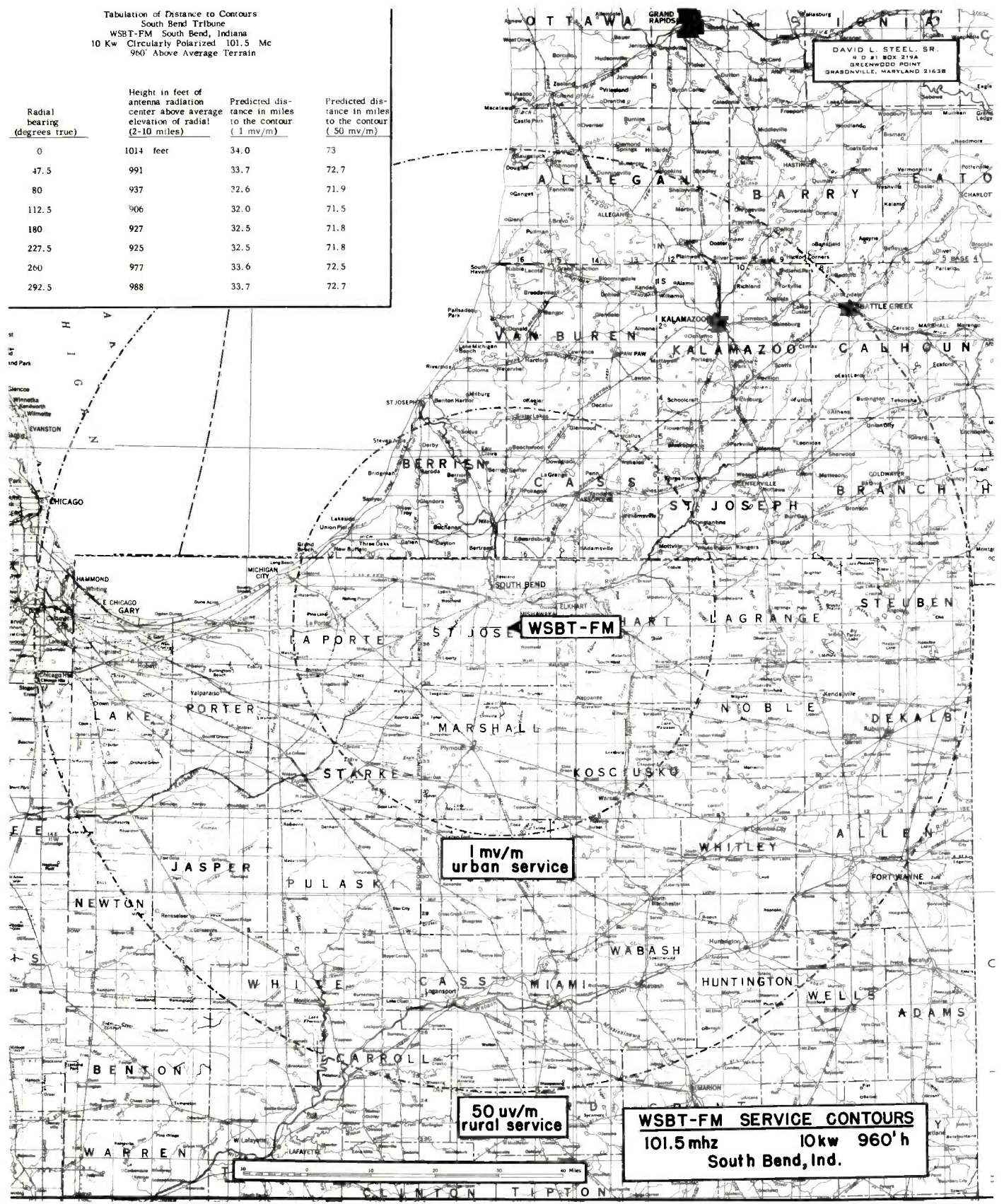
- 100,000 and over
- 5,000 to 25,000
- 25,000 to 100,000
- 1,000 to 5,000
- ◌ under 1,000



30,000 watts effective radiated power
"Inspiration Station for the Heart of the Nation"

Tabulation of Distance to Contours
 South Bend Tribune
 WSBT-FM South Bend, Indiana
 10 Kw Circularly Polarized 101.5 Mc
 960' Above Average Terrain

Radial bearing (degrees true)	Height in feet of antenna radiation center above average elevation of radial (2-10 miles)	Predicted distance in miles to the contour (1 mv/m)	Predicted distance in miles to the contour (50 uv/m)
0	1014 feet	34.0	73
47.5	991	33.7	72.7
80	937	32.6	71.9
112.5	906	32.0	71.5
180	927	32.5	71.8
227.5	925	32.5	71.8
260	977	33.6	72.5
292.5	988	33.7	72.7



1 mv/m
 urban service

50 uv/m
 rural service

WSBT-FM SERVICE CONTOURS
 101.5 mhz 10kw 960' h
 South Bend, Ind.



Figure 3
 Proposed WLOI 1 mv/m, 50 uv/m
 LaPorte County Broadcasting Co., Inc.
 WLOI-FM, LaPorte, Indiana
 96.7 Mc 3 Kw, ERP 262.5' AAT
 September 1962

GEORGE A. BRIDGES
 Consulting Engineer
 701-4021 FORTY SEVENTH, CHICAGO
 ILLINOIS 6, U.S.A.

OUR LISTENING AUDIENCE

W C R D (FM) has demonstrated that they have what listeners want. In Bluffton, W C R D (FM) now has a listening audience unequalled by any other radio station. The latest statistics reveal that 68% of the Homes in Bluffton, and 52% of the homes in Wells County, outside of Bluffton, now listen to W C R D (FM) and that 99% of them like W C R D (FM)

This represents 15,000 people in Wells County, 80,000 people in the W C R D (FM) primary area, and 150,000 people in the secondary area.

This audience is a select group of people, it represents in excess of 90% of the buying power in this area and our programs are tailored to their wishes.

If you are an advertiser looking for a receptive group of people to listen to the excellent values you have to offer them, or, if you are a listener hunting for an excellent place to shop -- investigate W C R D (FM).

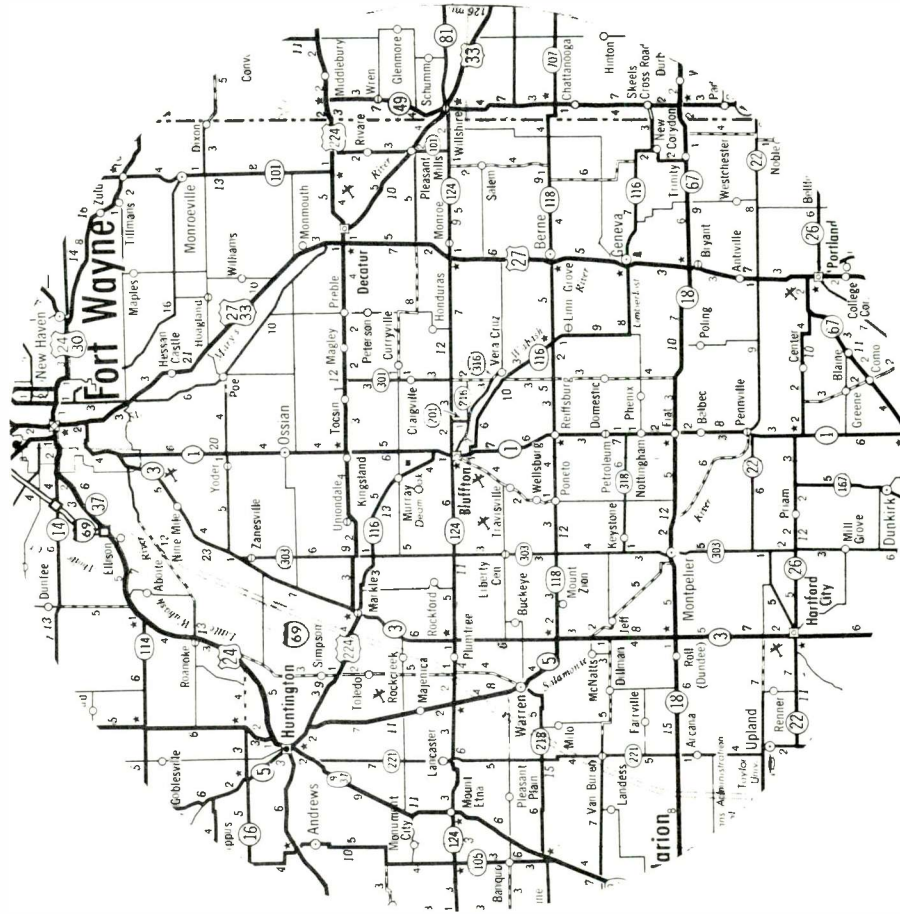
MAKE W C R D (FM) YOUR LISTENING AND ADVERTISING HABIT --- IT'S A GOOD HABIT.

INCOMPARABLE W C R D FM

Good Music — News — Sports
BLUFFTON, IND.

Phone 824-2804

THE NUMBER 1 STATION IN WELLS COUNTY



W C R D (FM'S) Primary and Secondary Service Area

RELIGIOUS PROGRAMS

7:00 a.m. Mon. "Showers of Blessings" (Nazarene)
 Tues. Choir Music (Christian Apostolic)
 Wed. Sunday School of the Air (Presbyterian)
 Thurs. Sacred Heart Hour (Catholic)
 Fri. Children's Chapel (Lutheran)
 Sat. Church News (Non-denominational)

Church Programs are in cooperation with the Wells County Ministerial Association.

9:00 a.m. Monday thru Saturday "The Word of Truth (Daniel Steiner)
 12:00 Noon Sun. Church Service (Different Church Each Month)
 8:00 p.m. Sun. The Protestant Hour



MUSIC FORMAT

Our music is openly partial to adults. Each segment is designed for a specific time of the day and the season of the year.

The early morning features bright, happy up-tempo music, designed for the busy morning hours--No draggy music, not offensively loud. All tunes are familiar in the standard popular category.

The late forenoon and early afternoon music features a fine blend of standard popular, some very familiar light classics done in a light manner, and a slight emphasis on Latin and Foreign Tunes.

The late afternoon segment features standard popular, new albums and there is more emphasis on special arrangements and interesting sounds in music. Big arrangements of popular standards are pre-dominant and the music is the humming, whistling variety.

The evening hour music features the light classics and symphonic arrangements of the popular standards. The general mood is quiet but not lacking in medium Up-Tempo. Big lush arrangements of the World's most familiar music for the relaxed enjoyable evening listening.

WELLS COUNTY FARM and HOME HOUR

6:15 a.m. Mon. thru Sat. -- Farm Bulletin Board
 6:30 a.m. Mon. thru Sat. -- Farm & Garden Tips
 6:45 a.m. County Extension Service Program

Monday (County Agr. Agent) Paul Wharton
 Tuesday (Home Economics Agent) Gertrude Glasgow
 Wednesday (Youth Agent) Eugene Eckrote
 Thursday (Home Economics Agent) Gertrude Glasgow
 Friday (County Agr. Agent) Paul Wharton
 Saturday (Youth Agent) Eugene Eckrote

12:00 Noon Monday thru Saturday -- Market Reports

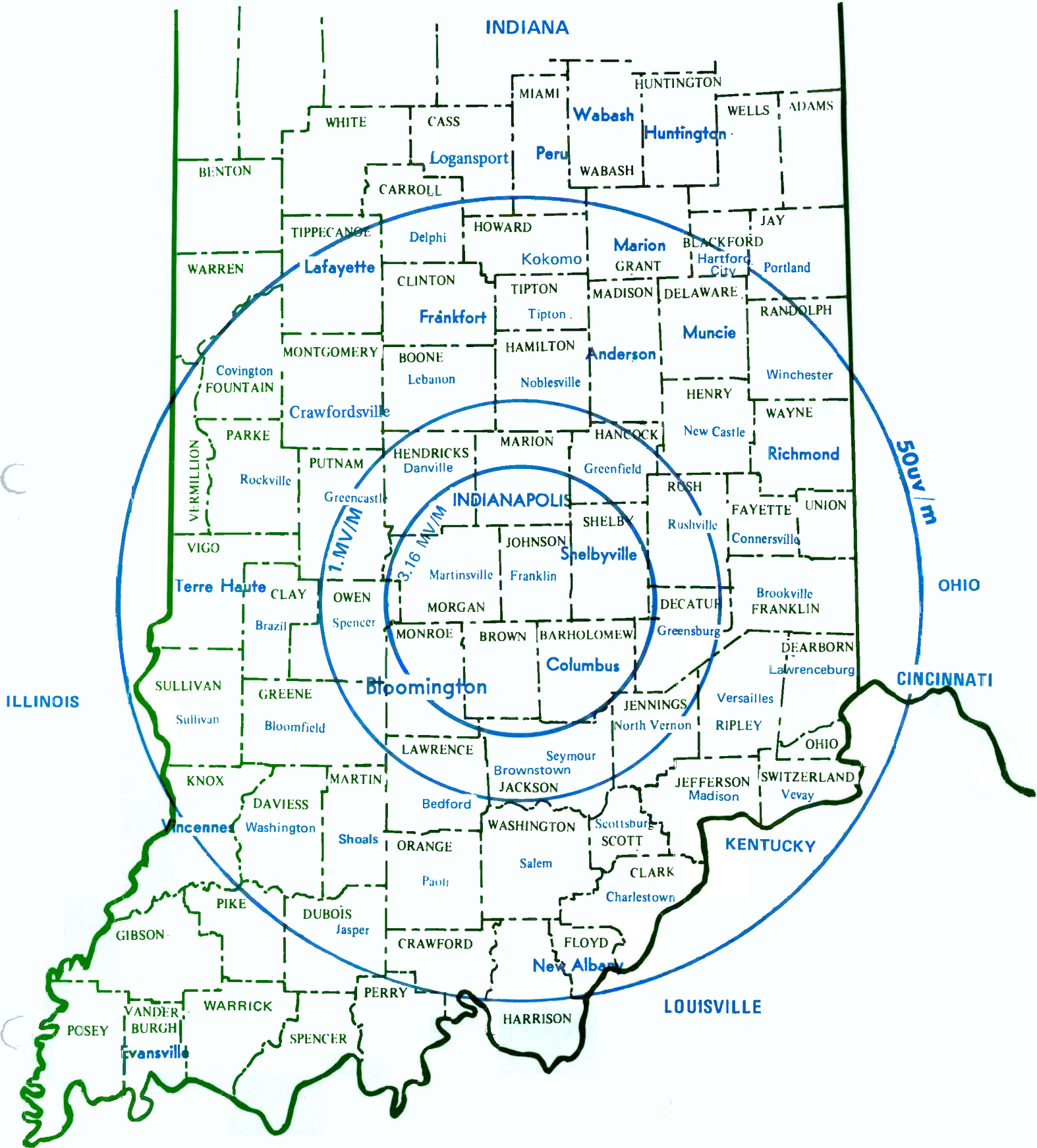


WEEK DAY NEWS SCHEDULE

6:15 a.m. Farm News
 6:30 a.m. Purdue/USDA News
 6:45 a.m. Wells Co. Ext. Office News
 7:00 a.m. Church News. (Saturday Only)
 7:15 a.m. School Bulletin Board
 10:00 a.m. U. S. Weather News
 10:30 a.m. Stork Club
 11:00 a.m. Hospital News
 12:00 Noon News -- Highlights
 2:00 p.m. Out Posts
 3:00 p.m. Bulletin Board
 5:30 p.m. Speaking of Sports
 6:30 p.m. Evening News
 7:30 p.m. Robert St. John Reports
 9:55 p.m. Late Evening News

WTTV-FM 92.3

BLOOMINGTON, INDIANA
A SARKIS TARZIAN STATION



535 SOUTH WALNUT STREET, BLOOMINGTON, INDIANA 47401 812-332-3366

CALCULATED CONTOURS

34 DBU

60

CHANNEL 226
EFFECTIVE POWER 29.7 KW
EFFECTIVE HEIGHT 371 FT

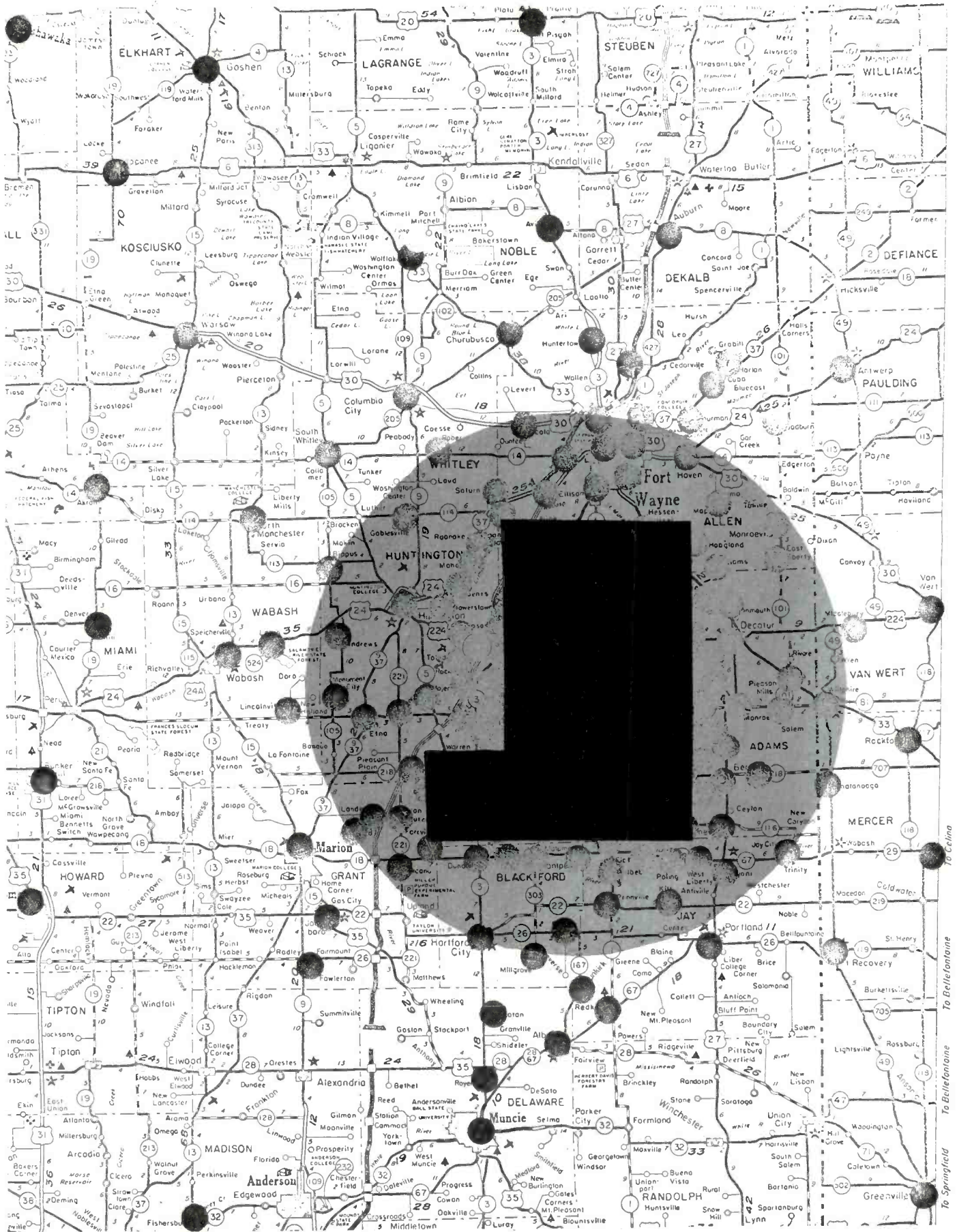
10 0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150
MILES

PREPARED BY
THE FIRM OF A. EARL CULLUM, JR.
CONSULTING ENGINEERS

RADIO STATION WIBC-FM
INDIANAPOLIS, INDIANA *WNAF*
680410 FIGURE 6B

This is the WCRD-FM Service Area

WHERE LISTENING IS ENJOYABLE AND ADVERTISING DOLLARS ARE WELL SPENT.

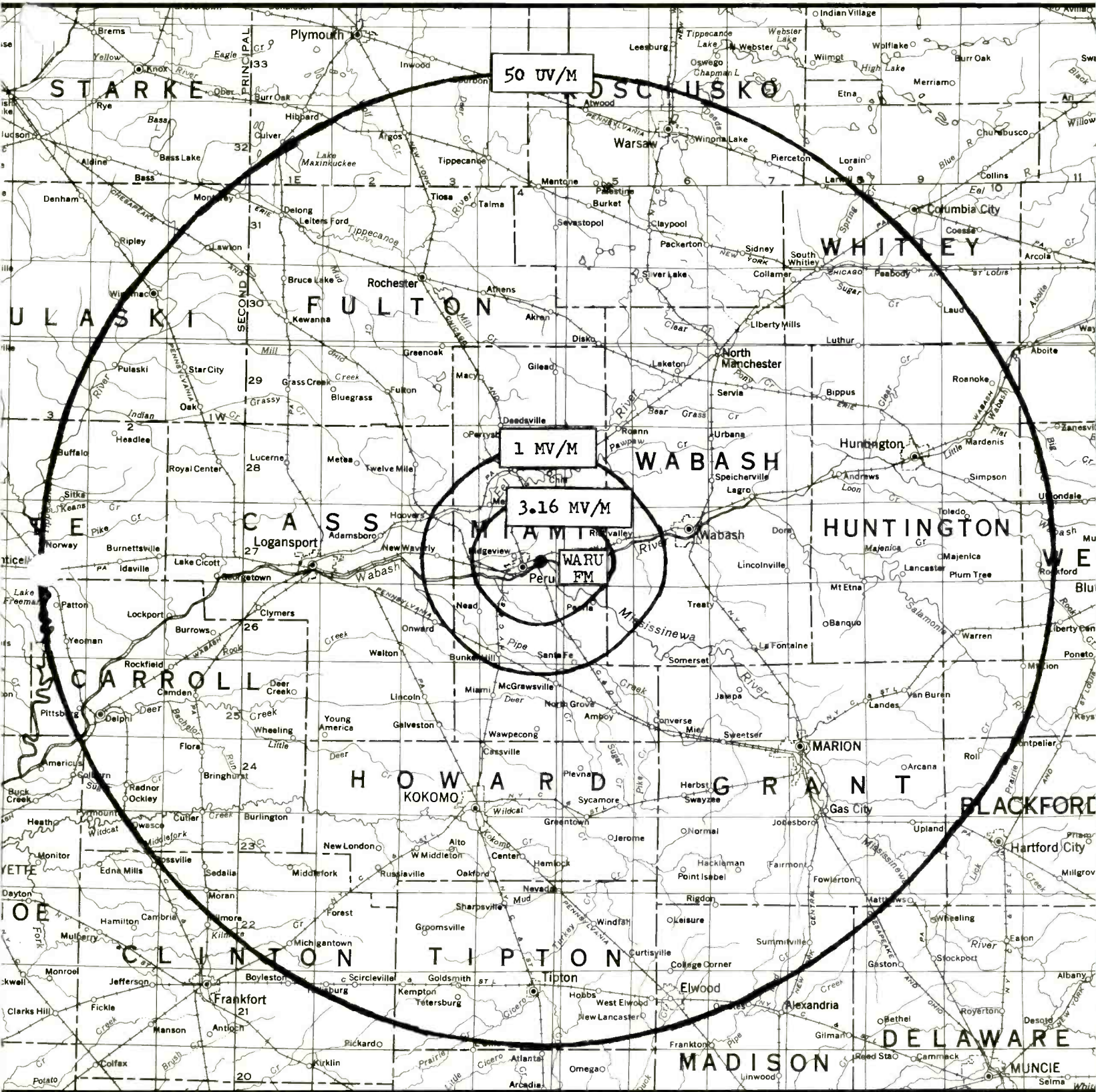


217½ West Market St.,
BLUFFTON, IND. 46714

WCRD-FM

P.O. Box 321,
Phone: 824-2804

WARU FM - FM STEREO - PERU, INDIANA



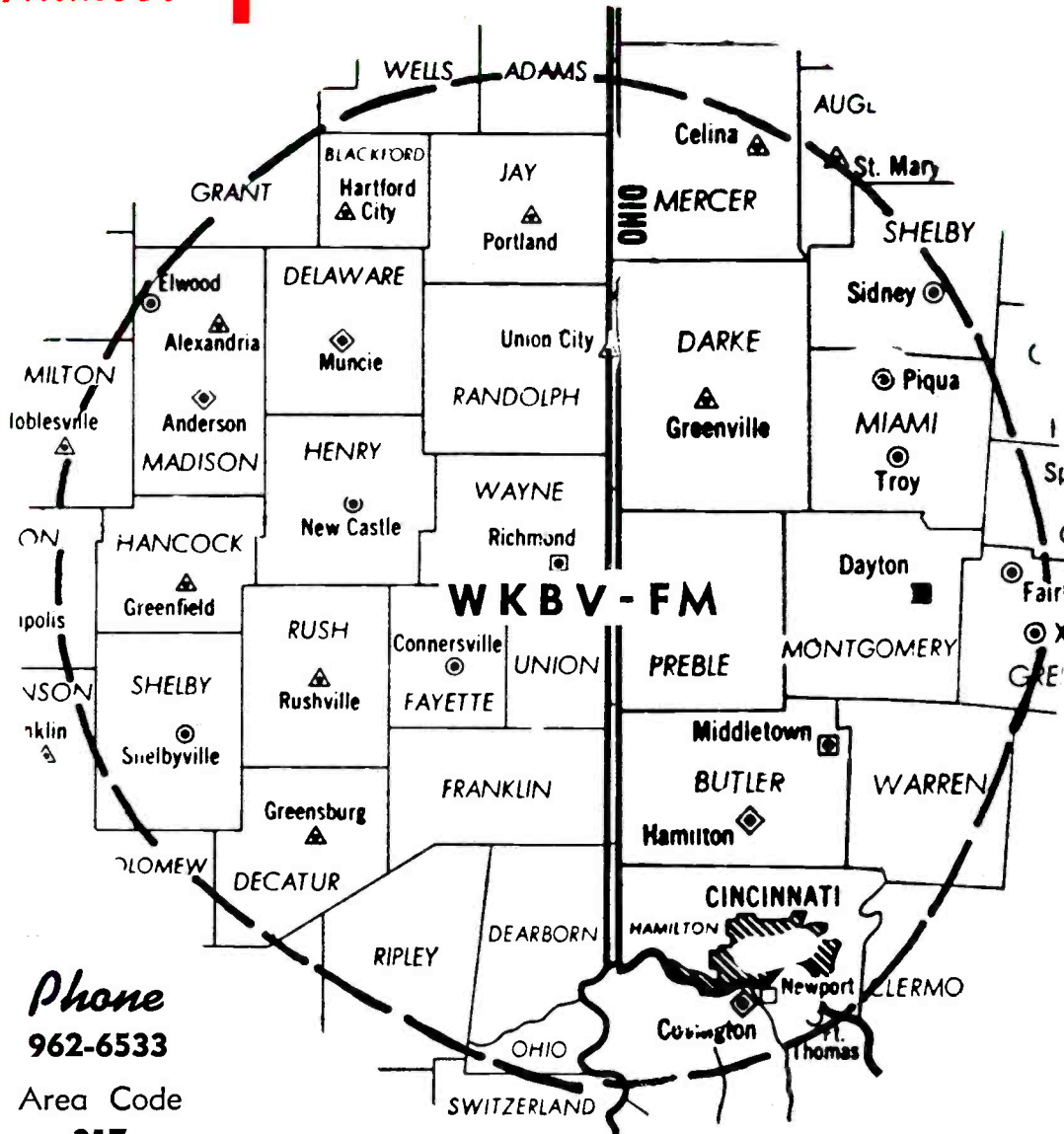
FCC COVERAGE CONTOURS
by
THOMAS R. HASKETT
Broadcast Engineering Consultant
Cincinnati, Ohio 45220

RADIO STATION WARU FM
Wabash-Peru Broadcasting Co., Inc.
Peru, Indiana
98.3 MC - 3000 Watts ERP

Number 1

FM STATION in EASTERN INDIANA and WESTERN OHIO

(SOURCE — American Research Bureau)



W
K
B
U
-
F
M

Phone

962-6533

Area Code

317

**24-HOUR
SERVICE**

2301 WEST MAIN STREET — RICHMOND, INDIANA 47374

WRBV-FM

★ **BEGAN
OPERATIONS
IN 1960**

★ **STARTED
STEREO
PROGRAMING
IN 1963**

★ **24-HOUR
RADIO
SERVICE**

★ **EARLHAM COLLEGE
FOOTBALL
and
BASKETBALL**

★ **WAYNE
COUNTY
BASKETBALL**

★ **I U
BASKETBALL**

L. G. SPENCER
President and
General Manager

WRBV-FM

101.3 MEG. 23000 WATTS
(ERP)

MUSIC—IN STEREO

NEWS

SPORTS

Owned and Operated By

CENTRAL BROADCASTING CORP. 

AM

1000 Watts 1250KC

WRAY

FM

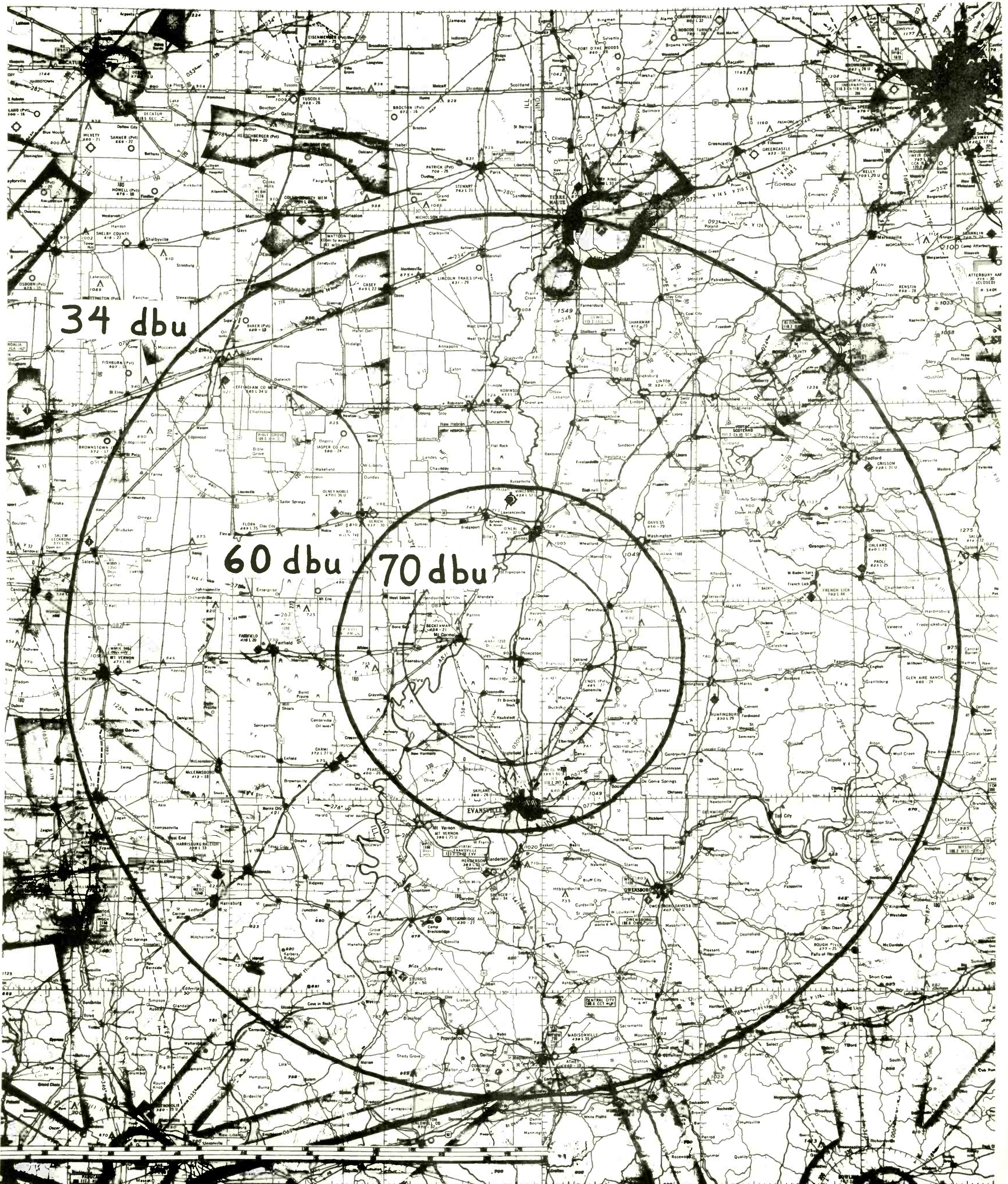
50,000 Watts 98.1

PRINCETON BROADCASTING CO.

P. O. Box 8

Princeton, Indiana 47570

PHONE: 385-4861



34 dbu

60 dbu 70 dbu

EVANSVILLE

CHANNEL

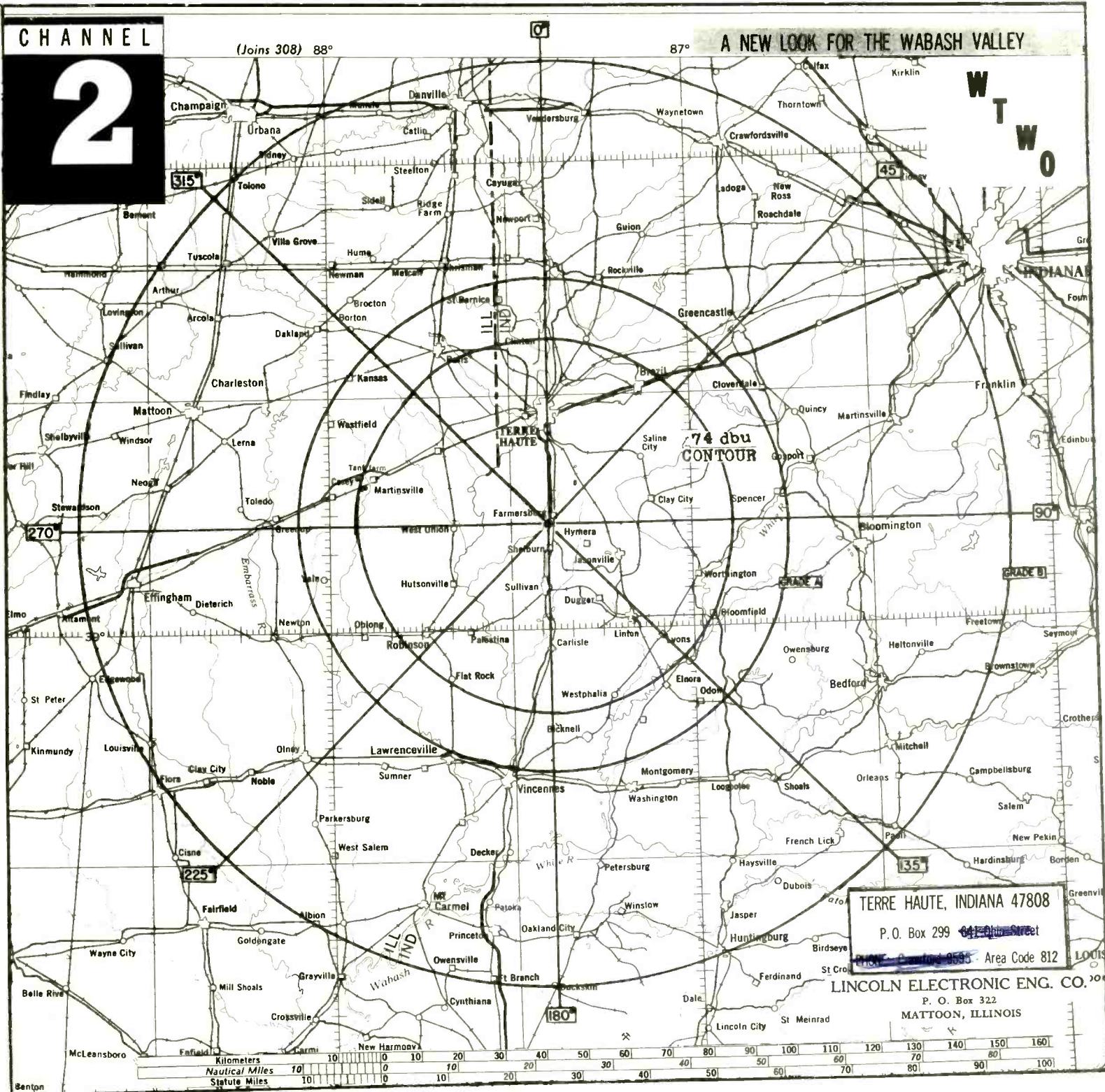
2

(Joins 308) 88°

87°

A NEW LOOK FOR THE WABASH VALLEY

W
T
W
O



W-TWO

NBC for Terre Haute

"LOTS OF COLOR"

ON THE AIR SEPTEMBER 1, 1965.



MAP KEY—WXLW MARKET AREA

Coverage in above 45 Indiana counties based on 311,963 pieces of mail received October 1, 1967 through March 31, 1968 in conjunction with the station's 20th anniversary celebration. Mail was also received from additional Indiana, Ohio, Kentucky and Illinois counties but not in sufficient quantity to justify appreciable penetration.

0.5 MV/Contour

950 khz, 5000 Watts Daytime

PERSONALITY PLUS

5000 WATTS

WXLW

950
khz

**GREATER INDIANAPOLIS
BROADCASTING
COMPANY, INC.**

3003 Kessler Boulevard
Indianapolis, Indiana 46222
Phone 925-6494

RATE CARD NO. 11
(Local and National)

Effective November 1, 1969

(This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities.)

ROBERT D. ENOCH, President-General Manager

JOHN G. ENOCH, Station Manager

ROBERT B. ENOCH, Sales Manager

Represented Nationally by:

MORT BASSETT CO.

GENERAL INFORMATION

1. OPERATIONS: Licensed to operate 6:00 a.m. to sun-down, 5000 Watts on 950 Kilohertz.
2. NEWS SERVICE: United Press International. Rate shall be regular time charge plus 20% for news service. Both time and news charge subject to agency commission. This policy covers all news except HEADLINE HIGHLIGHTS AND NEWSMOBILES.
3. MUSIC CLEARANCE: Blanket licenses held with BMI, ASCAP and SESAC.
4. COMMISSION AND DISCOUNTS:
 - (a) Commission to advertising agencies recognized by station management, on time and talent as specified above, 15%.
 - (b) No cash discounts allowed.
 - (c) Bills are rendered monthly and are due and payable when rendered.
5. CONTRACT REQUIREMENTS: All program matter and commercial copy is subject to approval of station management. Contracts may be signed and confirmed not more than ninety (90) days in advance of starting date for a maximum period of 52 consecutive weeks.
6. CONDITIONS:
 - (a) Time segments are approximate, not necessarily accurate to the second.
 - (b) Discounts allowed retroactively on a total number of broadcasts given within one year. Announcements and programs may not be combined to earn lower rate. HEADLINE HIGHLIGHTS, one minute announcements, 1/2 minute announcements and ID's may be combined to earn lower rate.
 - (c) Rate Holder Plan—1 announcement per week, either 1 minute or 1/2 minute, scheduled for firm 4, 13, 26 or 52 week period, guarantees advertiser maximum horizontal discount for term of contract. It is applicable to announcement, Headline Highlight, Traveler and Hoosier Hundred plans.
 - (d) All rates guaranteed for a maximum of 60 days from the date of first broadcast. Contracts subject to conditions of standard NAB and AAAA contracts, station approval, government regulations and NAB Code of Ethics for Broadcasting Industry.

BROADCASTING ADVERTISING RATES

1 MINUTE RATE

(175 words or less)

	1 week	4 weeks	13 weeks	26 weeks	52 weeks
1 per week	15.00	14.50	14.00	13.50	13.00
3 per week	14.50	14.00	13.50	13.00	12.50
5 per week	14.00	13.50	13.00	12.50	12.00
10 per week	13.50	13.00	12.50	12.00	11.50
15 per week	13.00	12.50	12.00	11.50	11.00
20 per week	12.50	12.00	11.50	11.00	10.50
25 per week	12.00	11.50	11.00	10.50	10.00
35 per week	11.50	11.00	10.50	10.00	9.50
50 per week	11.00	10.50	10.00	9.50	9.00

1/2 MINUTE RATE

(75 words or less)

	1 week	4 weeks	13 weeks	26 weeks	52 weeks
1 per week	13.00	12.50	12.00	11.50	11.00
3 per week	12.50	12.00	11.50	11.00	10.50
5 per week	12.00	11.50	11.00	10.50	10.00
10 per week	11.50	11.00	10.50	10.00	9.50
15 per week	11.00	10.50	10.00	9.50	9.00
20 per week	10.50	10.00	9.50	9.00	8.50
25 per week	10.00	9.50	9.00	8.50	8.00
35 per week	9.50	9.00	8.50	8.00	7.50
50 per week	9.00	8.50	8.00	7.50	7.00

ID's—15 sec. ET (30 words line)—1/2 of 1 minute rate

HEADLINE HIGHLIGHTS

	1 week	4 weeks	13 weeks	26 weeks	52 weeks
1 per week	19.00	18.25	17.50	16.75	16.00
3 per week	18.25	17.50	16.75	16.00	15.25
5 per week	17.50	16.75	16.00	15.25	14.50
10 per week	16.75	16.00	15.25	14.50	13.75
15 per week	16.00	15.25	14.50	13.75	13.00
20 per week	15.25	14.50	13.75	13.00	12.25
25 per week	14.50	13.75	13.00	12.25	11.50
35 per week	13.75	13.00	12.25	11.50	10.75
50 per week	13.00	12.25	11.50	10.75	10.00

PROGRAM RATES

	1/4 hr.	5 min.
1 time	\$40.00	\$25.00
52 times	36.00	22.50
156 times	32.00	20.00
260 times	30.00	18.75
312 times	28.00	17.50

HOOSIER HUNDRED

1-25 weeks—60-second announcements	
100 per week	\$525.00
26-51 weeks—60-second announcements	
100 per week	\$495.00
52 weeks—60-second announcements	
100 per week	\$475.00
30-second—80% of 60-second rate	

OPERATIONS IMPACT

100 announcements—60-seconds or less—any month—	
\$ 8.75 each	
875.00 total	
50 announcements—60-seconds or less—any month—	
\$ 9.25 each	
462.50 total	
100 announcements—30-seconds or less—any month—	
\$ 7.25 each	
725.00 total	
50 announcements—30-seconds or less—any month—	
\$ 7.75 each	
387.50 total	

Note: One month includes any period of thirty consecutive days. ROS basis only.

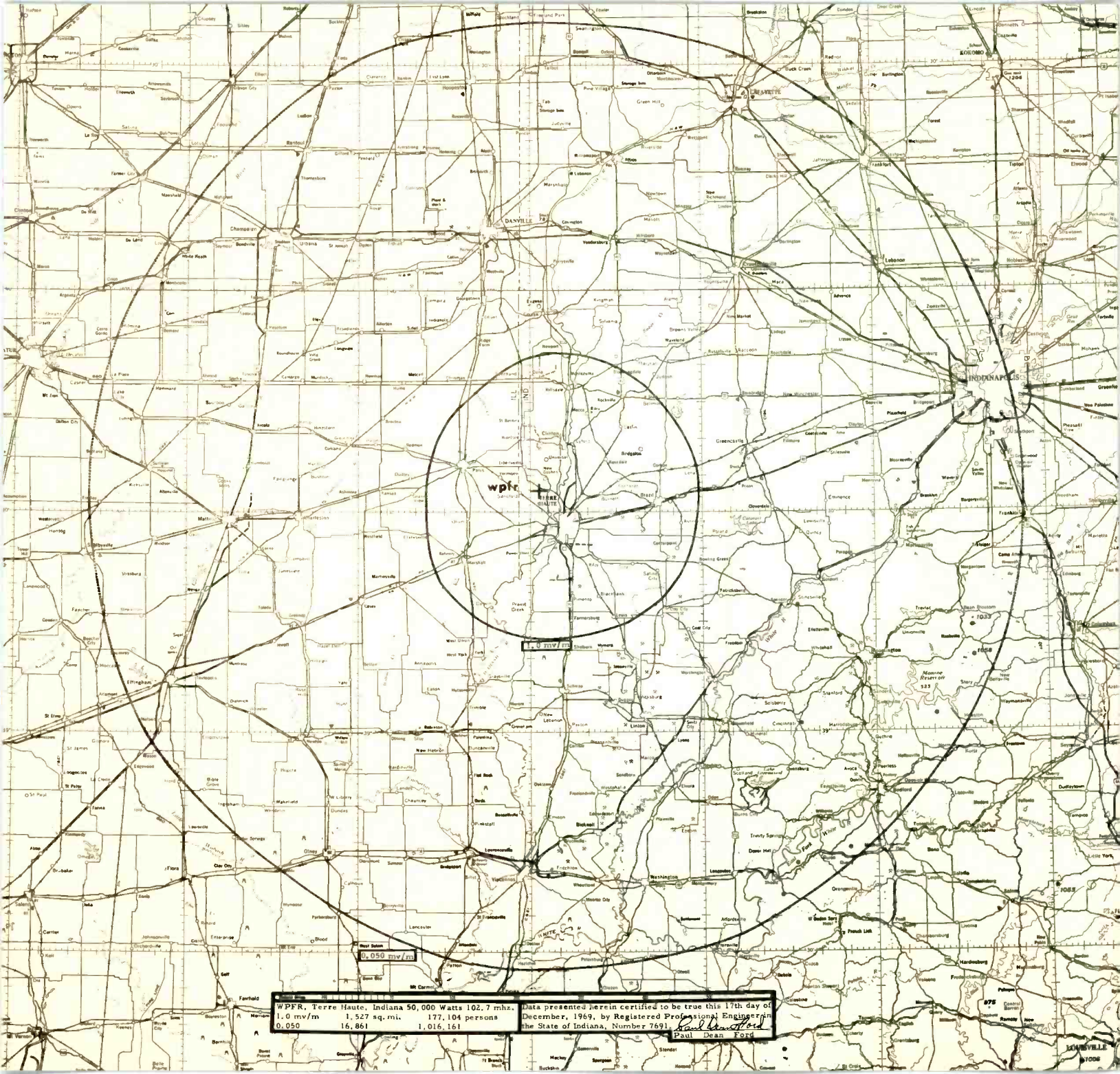
WEEKEND BLITZ

Total of 30—60-second announcements, 15 each day	
Saturday and Sunday, ROS.....	\$150.00
Total of 30—30-second announcements, 15 each day	
Saturday and Sunday, ROS.....	\$120.00

TRAVELER

(Sunday through Saturday)

1-25 times - 4 hours per day or less ...	\$265.00
26-51 times - 4 hours per day or less ..	\$245.00
52 times - 4 hours per day or less	\$225.00



WPFR, Terre Haute, Indiana 50,000 Watts 102.7 mhz.
 1.0 mv/m 1,527 sq. mi. 177,104 persons
 0.050 16,861 1,016,161

Data presented herein certified to be true this 17th day of
 December, 1969, by Registered Professional Engineer in
 the State of Indiana, Number 7691 *Paul Dean Ford*

102.7 MHZ.

wpfr

FM



COUNTRY MUSIC-SPORTS TERRE HAUTE, INDIANA

MAILING ADDRESS

R. R. 2 Box 50

West Terre Haute, Indiana 47885

TELEPHONE (812) 533-1661

WPFR, Terre Haute, Indiana Rate Card								
	1x	13x	26x	52x	104x	156x	260x	365x
1 hr.	37.50	34.50	30.00	26.25	24.00	22.50	21.38	20.25
$\frac{1}{2}$ hr.	22.50	21.00	19.50	18.00	15.75	13.50	13.13	11.25
$\frac{1}{4}$ hr.	12.75	11.25	9.75	9.00	8.25	7.50	6.75	6.00
5 min.	5.63	5.25	4.88	4.50	4.13	3.75	3.56	3.38
1 min.	3.00	2.81	2.63	2.25	2.06	1.88	1.69	1.50
30 sec.	2.00	1.87	1.75	1.50	1.37	1.25	1.13	1.00

30" — PACKAGE RATES — 30"

Must be used in 30 days.

10—1.75-17.50
15—1.50-22.50

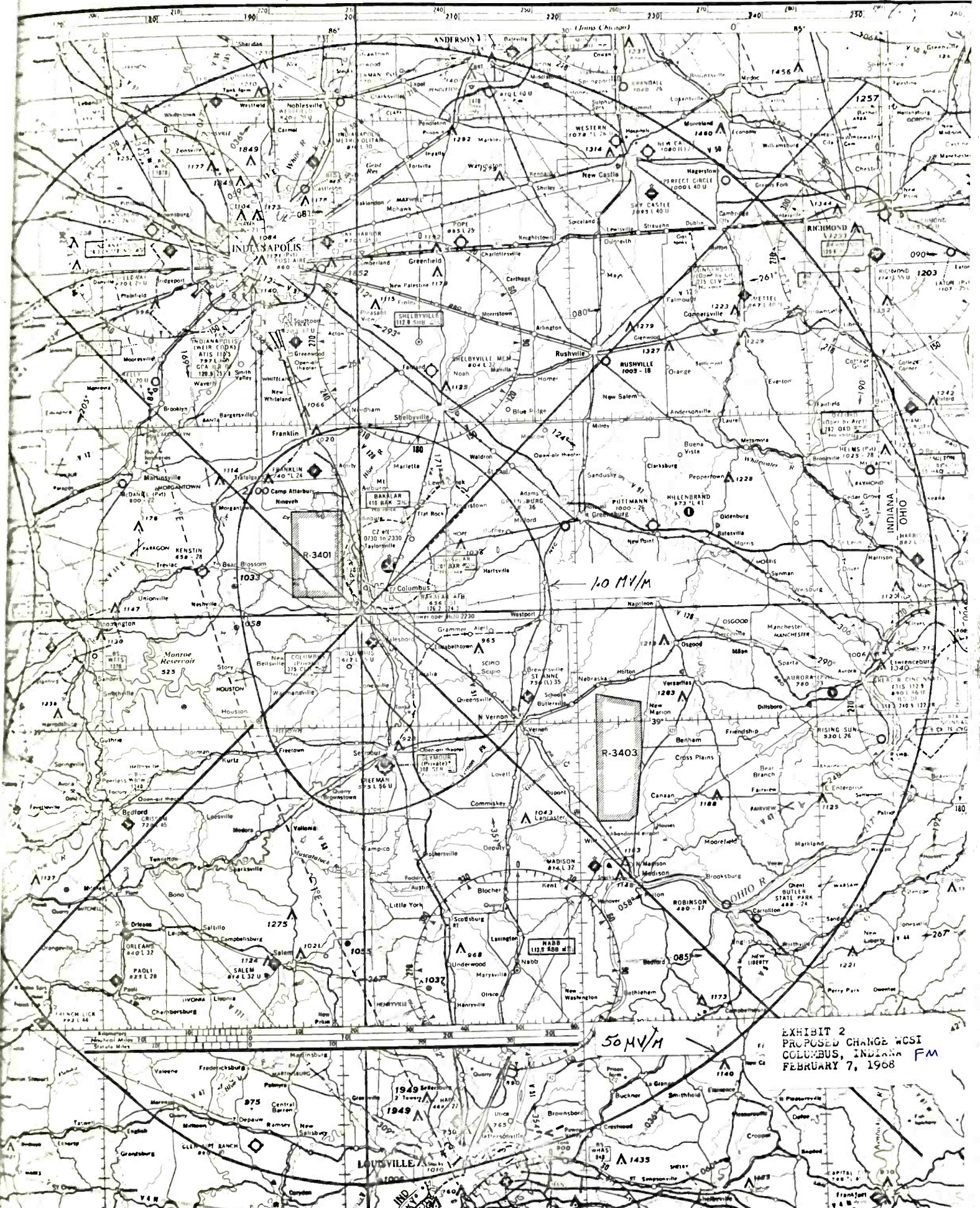
25—1.35-33.75
50—1.25-62.50

100—1.10-110.00

50,000 WATTS EFFECTIVE RADIATED POWER

190 FEET ANTENNA HEIGHT ABOVE AVERAGE TERRAIN

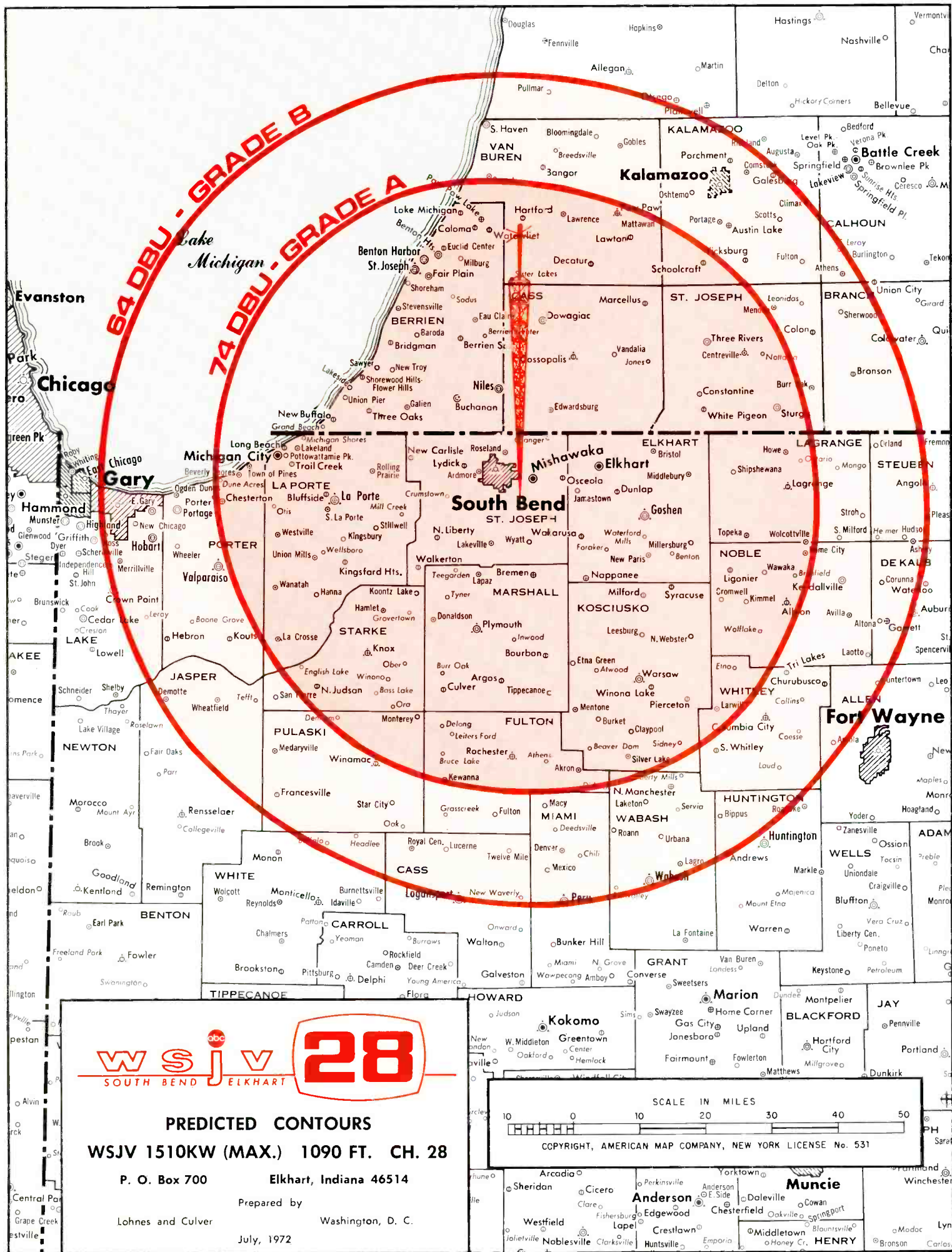
CINCINNATI



1.0 MV/M

50 MV/M

EXHIBIT 2
PROPOSED CHANGE WCSI
COLUMBUS, INDIANA FM
FEBRUARY 7, 1968

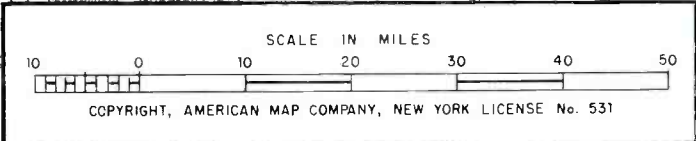


WSJV 28
 SOUTH BEND ELKHART

PREDICTED CONTOURS
WSJV 1510KW (MAX.) 1090 FT. CH. 28

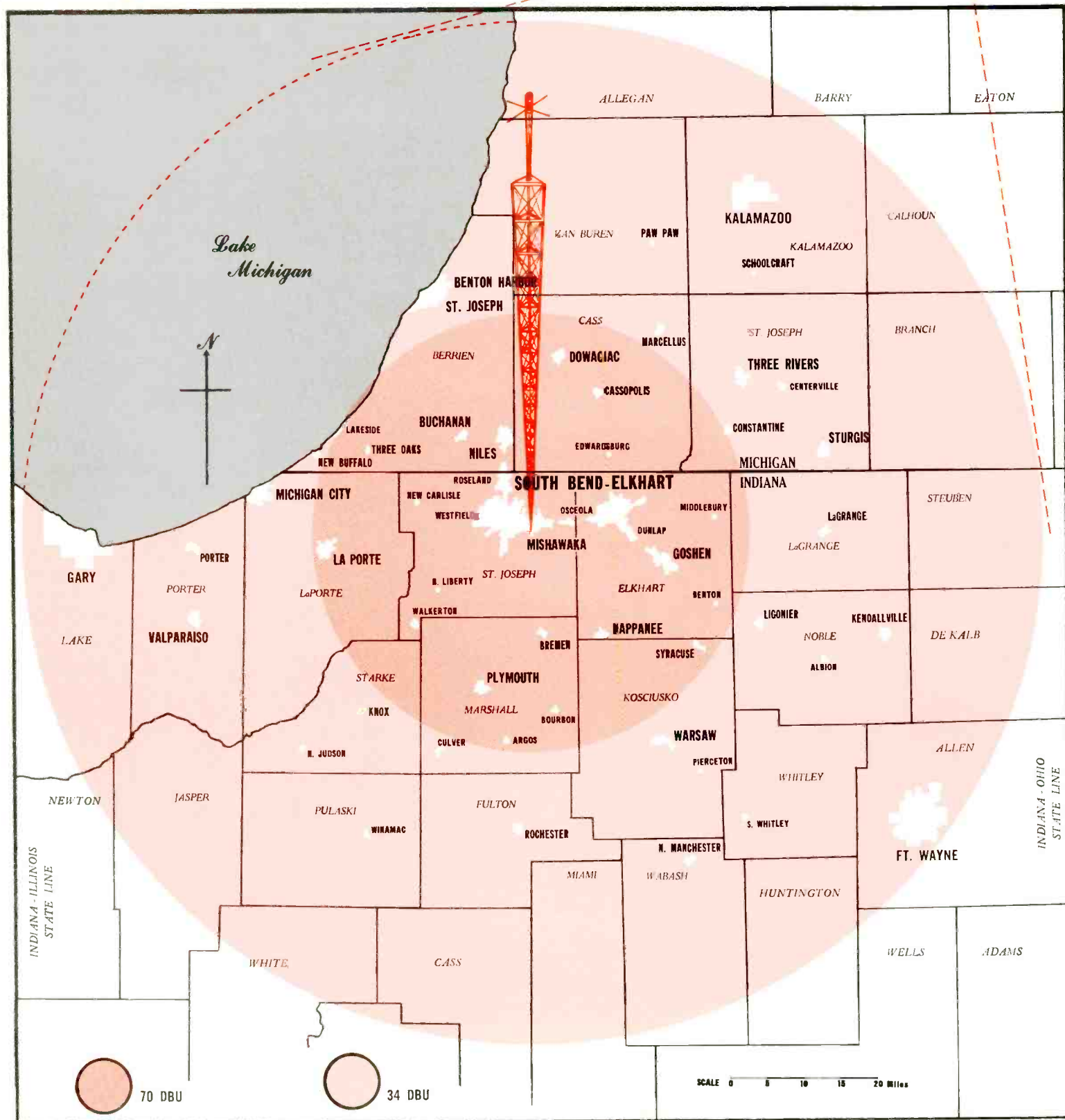
P. O. Box 700 Elkhart, Indiana 46514

Prepared by Washington, D. C.
 Lohnes and Culver
 July, 1972





COVERAGE MAP



Antenna: Southeast of South Bend
 Frequency: 100.7

570' above average terrain
 14,500 watts

Dual-polarization
 Established: 1947

ELKHART, INDIANA 46514
 Post Office Box 699
 Phone: (219) 523-1960

SOUTH BEND, INDIANA 46624
 Post Office Box 28
 Phone: (219) 232-2828

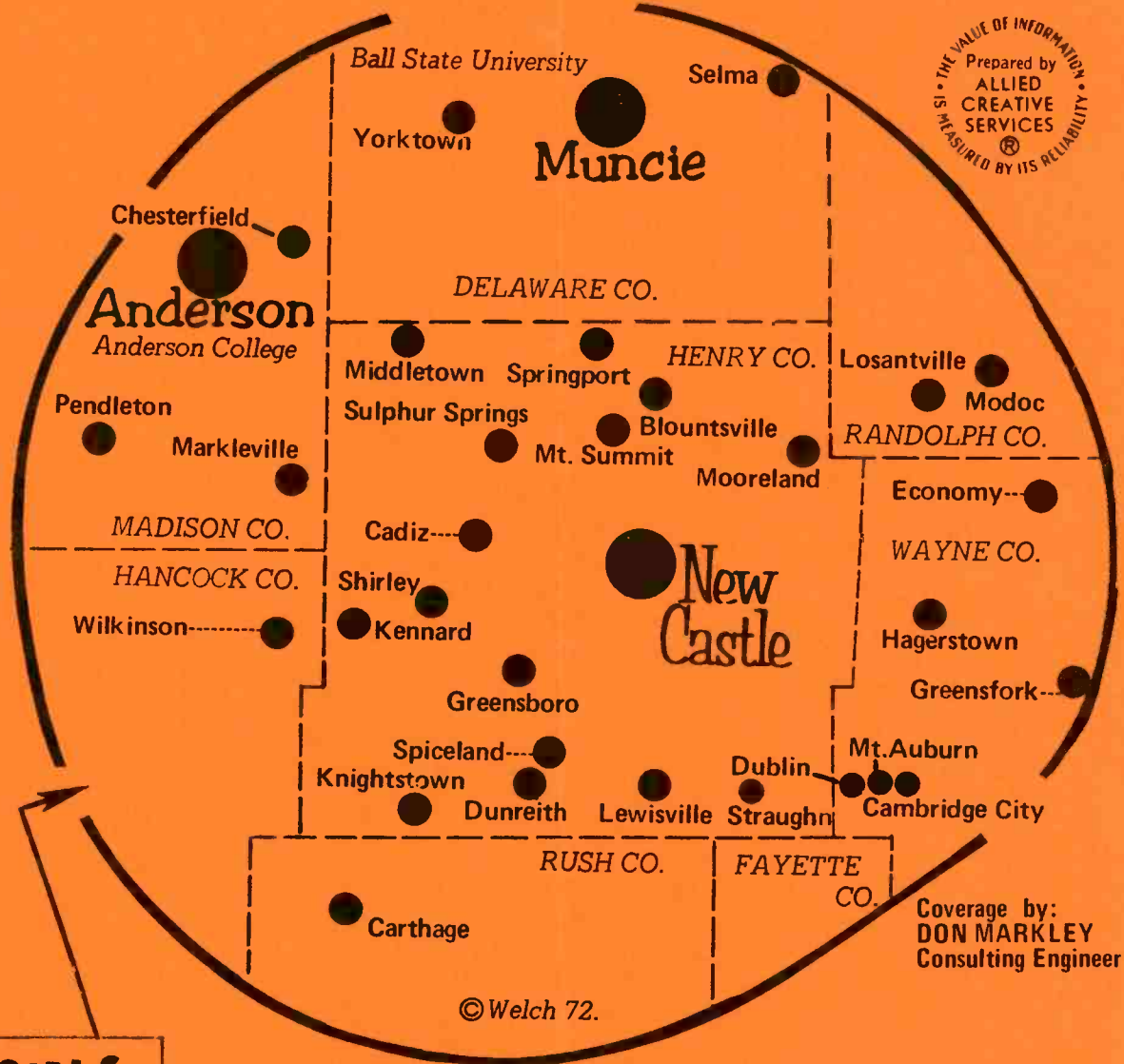


20,000 watts
 Good Music
 plus Local news
 24 hours a day

Market Data:	100 UV/FM COVERAGE
Population	342,180
Households	112,710
FM Radio Sets	79,210
Farm Homes	4,230
Auto Ownership	161,820
SPENDABLE INCOME \$	1,293,882,000
Total Retail Sales	\$ 678,932,000
Food Stores	\$ 134,598,000
Drug Stores	\$ 23,229,000
Department Stores	\$ 90,445,000
Apparel Stores	\$ 25,111,000
Homefurnishings	\$ 32,920,000
Auto Sales	\$ 114,278,000
Service Stations	\$ 44,296,000
Farm Income	\$ 99,357,000

Source: SRDS Consumer Data 1972.

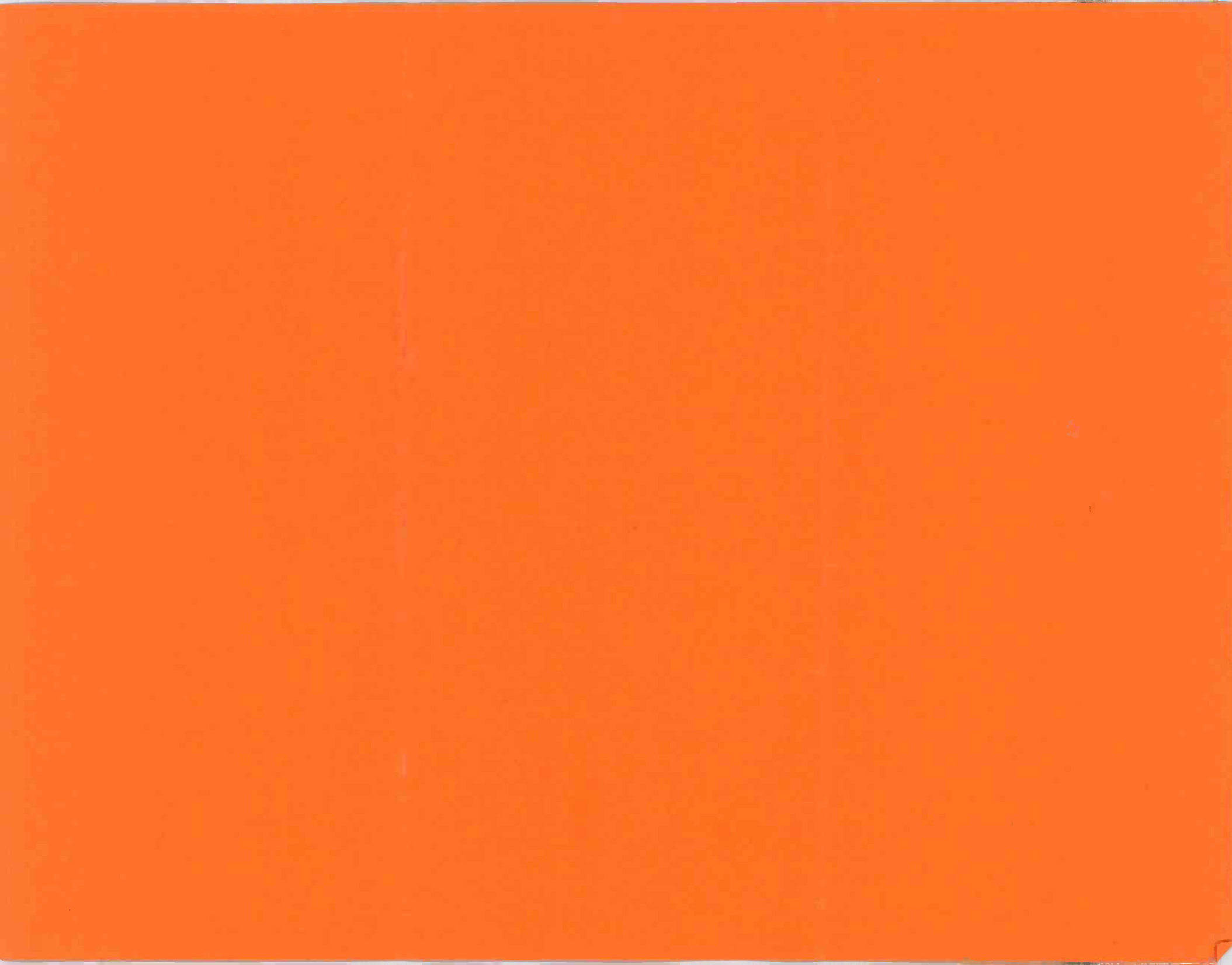
"Sounds for All Seasons"



100 UV-fm

Coverage by:
 DON MARKLEY
 Consulting Engineer

Box 687 • Phone 317-529-2600
NEW CASTLE, INDIANA 47362



Coming Real Soon!

WiiL-TV brings into your home all new television.

We will provide a third network, ABC, with its fine array of entertainment and news, as well as day time television's most popular shows.

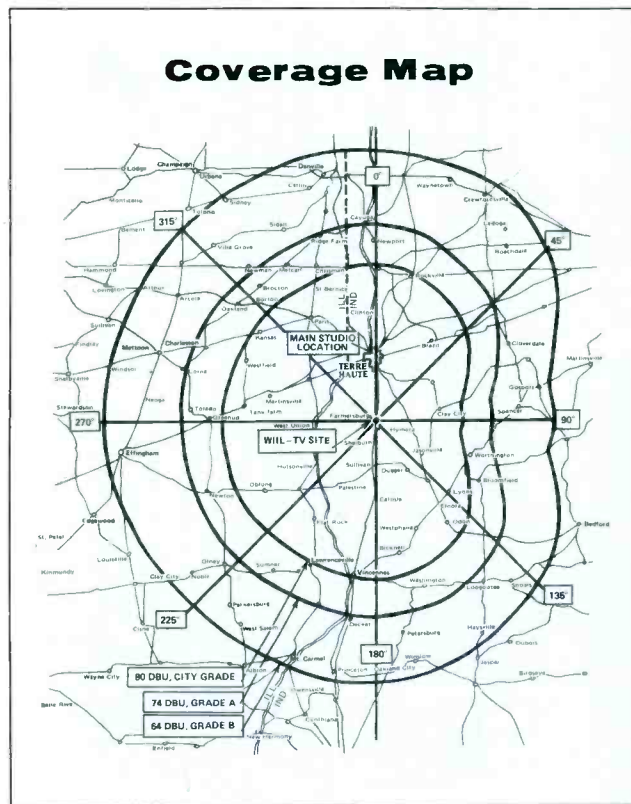
In local coverage we will offer excellent programming in news, weather, sports and public affairs, all in full color.

Our 2.6 million watts of power will provide unmatched signal strength in clearness and color quality, with much less interference than occurs on VHF channels.

Why not check out your set now and make sure you're ready, antenna and all, to make WiiL-TV your number one station for the finest in television entertainment.

**Your Guide to a
Sharp, Clear Picture
on WiiL-TV.**

See Inside!



WiiL-TV

The Wabash Valley's

Most Powerful

Television Station

With 2.6 Million Watts

Ch 38

WiiL-TV

presents

*Something New
Something*

U

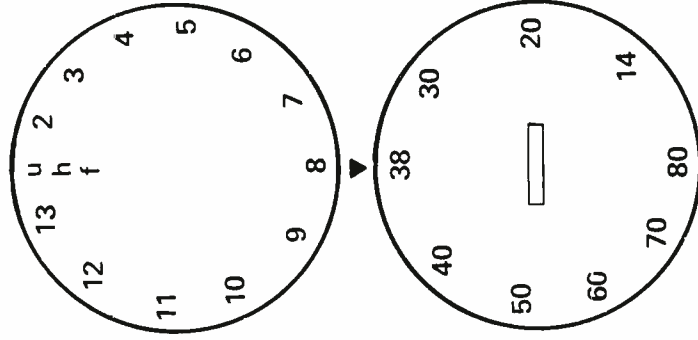
In Television



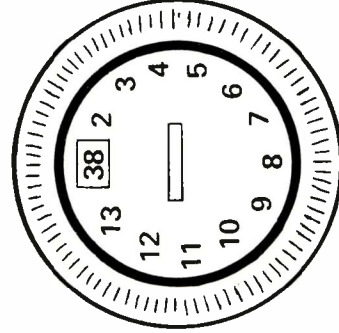
The **abc** Affiliate

**2.6 Million Watt Service
Western Indiana &
Eastern Illinois**

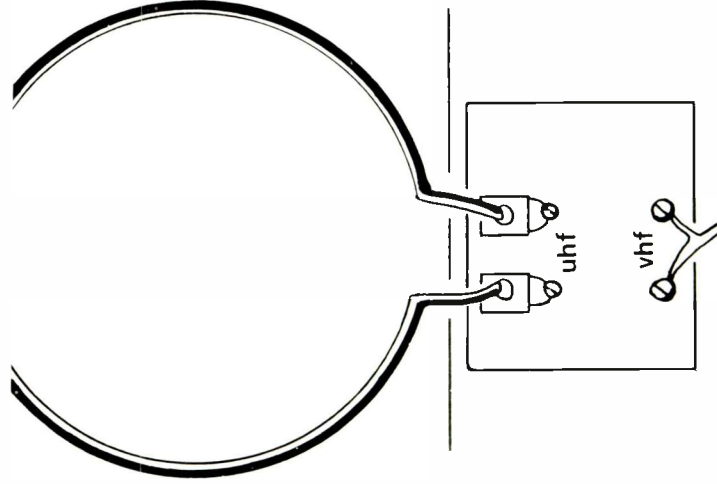
Your TV set dials may look like this . . .



. . . or this



Loop wire antenna comes with many models.



We're Different

WiiL-TV brings to the viewers of the Wabash Valley something new and better in TV entertainment.

First of all, we will be the only UHF (Ultra High Frequency) station serving the entire area.

In contrast to VHF (Very High Frequency) which broadcasts on Channels 2 through 13, UHF appears on Channel "1" on your dial or in the position between 2 and 13. With your channel selector set on "U" or "1" or "UHF," you then tune the UHF dial as you would a radio dial, to 38, moving the selector slowly in either direction until you have a good clear picture.

All television sets built since 1963 have UHF tuning, either as a separate dial or behind the main channel selector, as illustrated. If a set was built before 1963, an inexpensive converter may be purchased through any television dealer.

Antenna Requirements

If you have a combination UHF-VHF set, the manufacturer should have included a portable, "butterfly" or "loop" wire antenna with it. This is comparable to the built-in rabbit ears commonly used for VHF, and is capable of giving you a good signal under the right conditions.

Only a test in your own home, after we go on the air, will tell for sure. However, for highest quality reception and especially for good color, an outside all-channel antenna is recommended.

If you have a rotor antenna now, a single combination replacement will be sufficient. If you have fixed antenna for existing VHF stations, you may add an inexpensive UHF unit to the mast, aimed for reception from the WiiL-TV tower. Your local TV equipment dealer will advise you on the best and easiest way to get ready for us.

An outdoor UHF antenna with its own separate UHF lead-in wire produces the best results. If an antenna is not connected to the UHF antenna terminals on the back of your set, you will not obtain good reception.

The existing VHF hook-up is of no use and generally a VHF antenna gives poor results even when connected to UHF terminals.

IMPORTANT: A common problem in UHF tuning results when the viewer, after watching another station or after having the set turned off for some time, once again selects the UHF band. He sees snow and immediately assumes that either his set is on the blink or the station is off the air. Chances are, someone has inadvertently moved the UHF tuning dial a fraction of a turn, either in dusting the TV set, "fine tuning" another station, or simply by accident. Always retune for best picture and sound. On some sets the UHF tuner may drift as the set "warms up" - retune for best picture and sound.

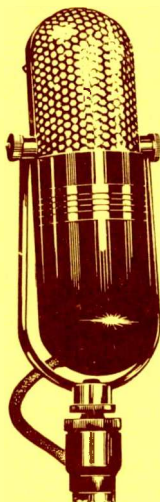
Switching your television from UHF to VHF is relatively simple. Even if you have to install a converter, we think that small expense will be well worth it.

Remember, too, that in areas served by cable television WiiL — Channel 38, will be included on your cable selections. Watch your local newspaper or radio station will carry announcements of what channels will be on via cable.

INFORMS—SELLS—ENTERTAINS—WBNL—AM/FM—Mutual Network
WPCO—AM

SERVING RURAL AND URBAN LISTENERS IN AMERICA'S 90TH MARKET

WPCO
1590 KC
Mt. Vernon, Indiana 47620
Telephone (812) 838-4484



WBNL AM/FM
1540 KC 107.1 MC
Boonville, Indiana 47601
Telephone (812) 897-2080

RATE CARD No. 8
Effective July 1, 1972

SPOT ANNOUNCEMENTS

1 Min.	30 Sec.	1 Min.	30 Sec.	30 Sec.	Per Pkg.	20 Sec.	Per Pkg.
156x.....	3.50	2.50	1000x.....	2.50	1.75	50x.....	2.30
52x.....	4.00	3.00	500x.....	2.75	2.00	24x.....	2.45
1x.....	\$4.50	\$3.50	312x.....	\$3.00	\$2.25	12x.....	\$2.55

PACKAGE RATES

100.00	2.00	115.00	2.10	50.40	\$ 27.00
--------	------	--------	------	-------	----------

PROGRAM RATES

1 hr.	30.00	23.00	\$35.00	\$33.00	\$32.00	\$31.00	\$29.00	260x
1 hr.	\$50.00	23.00	\$35.00	\$33.00	\$32.00	\$31.00	\$29.00	260x
1/2 hr.	30.00	16.00	23.00	21.00	20.00	19.00	17.00	156x
1/4 hr.	20.00	11.00	16.00	14.00	13.00	12.00	11.00	104x
10 min.	14.00	10.00	11.00	10.00	9.00	8.00	7.50	52x
5 min.	8.25	6.25	6.25	5.75	5.25	5.00	4.50	26x

Commercial Political Broadcast Accepted at Regular Card Rates

AFFILIATED WITH MUTUAL—THE WORLD'S LARGEST RADIO NETWORK

WPCO

News First and Foremost
Complete Farm Programs
Around the Clock Weather Watch
Community Service Programs
Your Favorite Music
17 Years of Dependable Service

SPORTS & FEATURES

Indiana University Football

Indianapolis 500

Complete High School Sports

Earl Nightingale Commentary

Washington Reports

5 Complete Local Newscasts Daily

WBNL AM/FM

NEWS—Local State World Wide
Farm Markets & Information
Complete 24 hour weather service
Public Affairs Program
Music to Please All
22 Years of Outstanding Service

SPORTS

Chicago Cubs Baseball

Notre Dame & Indiana University Football

Indianapolis 500

All High School Sports Events

Major Boxing Events

Scores and Results Throughout the Day



IN WEST CENTRAL INDIANA . . .

. . . RADIO IS SPELLED

WXTA

94.3

**PUTNAM COUNTY'S ONLY
COMMERCIAL RADIO STATION**

Greencastle, Indiana Phone 653-9717

LOCAL AND NATIONAL RATES

Rates Non-Commissionable Announcements

Times	60 Sec.	30 Sec.	10 Sec.
1-156	\$3.20	\$2.80	\$1.95
157-312	2.60	2.20	1.50

Package Plans

Times	60 Sec.	30 Sec.	10 Sec.
25 or More per 2 Weeks	\$2.20	\$1.50	\$1.20
100 per Month	2.10	1.40	1.10
Annual Rate (30/Week - Total 1560)	2.00	1.30	1.00

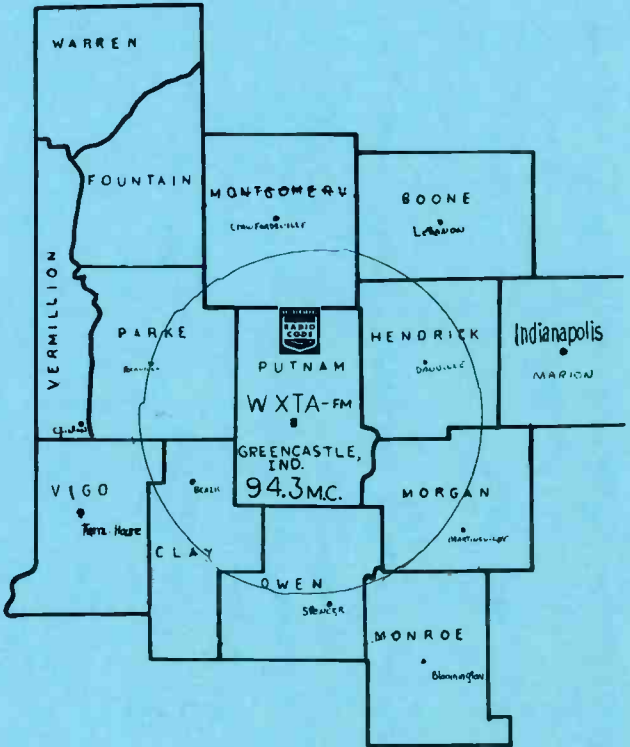
Programs

Times	30 Min.	15 Min.	5 Min.
1-156	\$20.50	\$11.00	\$4.50
157-312	17.50	9.00	3.80
13 Weeks @ 5 Pro- grams per Week	17.00	8.50	3.20

Rates on Remotes

\$36.00 per Hour for First 3 Hours and
\$15.00 per Hour Thereafter

WXTA reserves the right to change programming without notice and to establish special rates for outstanding programs and sporting events.



WFLM RATE CARD

SPOTS *	60 sec	30 sec	10 sec
1	\$9.00	\$6.50	\$4.50
50	8.25	6.00	4.25
100	7.50	5.50	3.75
200	6.75	5.00	3.50
300	6.50	4.75	3.25
500	6.25	4.50	3.15
1000	6.00	4.25	3.00

* To be used within a one year period.

SATURATION PACKAGE

SPOTS *	60 sec	30 sec	10 sec
10	\$8.00	\$5.75	\$4.25
20	7.50	5.50	4.00
30	7.25	5.25	3.85
40	7.00	5.00	3.75
50	6.75	4.75	3.60

* To be used within a seven day period.

PROGRAM RATE

PROGRAMS	60 min	30 min	15 min	10 min	5 min
1	\$55.00	\$40.00	\$25.00	\$20.00	\$15.00
26	50.00	37.50	22.00	17.50	13.50
52	45.00	35.00	19.50	16.50	12.00
104	42.50	32.50	18.00	15.00	11.00
156	40.00	30.00	17.00	14.00	10.00
260	37.50	27.50	16.50	13.50	9.50
312	35.00	25.00	16.00	13.00	9.00

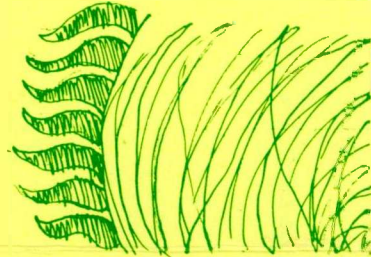
NEWCASTS

SPOTS	5 min	15 min
1	\$11.25	\$24.30
50	10.40	22.25
100	9.35	20.25
200	8.45	18.25
300	8.00	17.50
500	7.75	16.75
1000	7.50	16.20

Add 10% for fixed positions.

DETAILS OF OUR SPORTS PACKAGE AVAILABLE ON REQUEST.

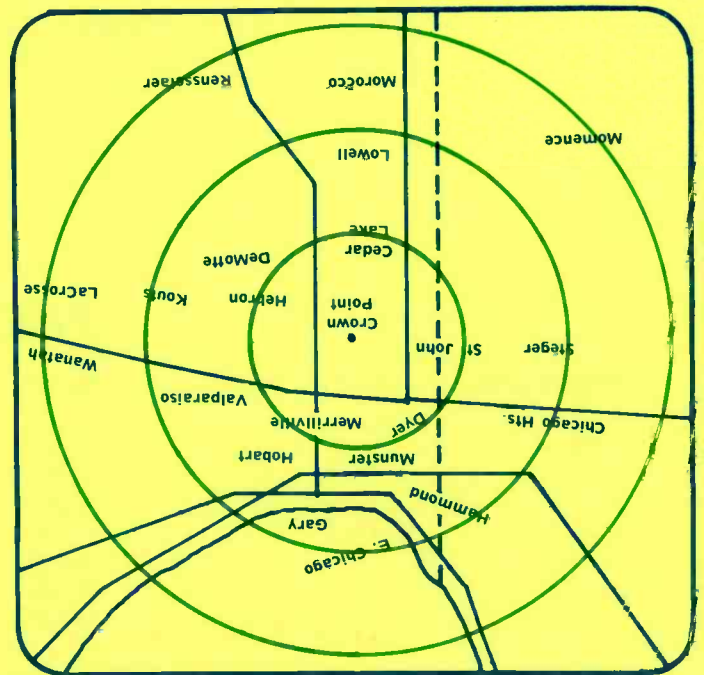
WFLM-FM STEREO 104



WFLM-FM STEREO 104

Operating 18 hours daily in stereo
 Personally selected fine listening music — We invite you to
 "LISTEN TO THE SMOOTH"
 News from Associated Press — hourly 5 minute newscasts
 along with half hour news reports.
 4 expanded 15 minute news segments daily.
 15 minute sports report along with all late breaking sports
 results.
 Play by play of local football and basketball games
 featuring Crown Point, Hobart, Lake Central, Merrillville.
 Community involvement programs
 Frequent weather reports, stock market reports, and farm
 market reports.

FACTS ABOUT THE STATION



Listen to the Smooth





WNDU/FM STEREO

92.9

A new
radio sound
in town...

hitparade

Hitparade '71 is a pop music spectacular happening in stereo every day, 7 a.m. to Midnight on WNDU/FM. It mixes the best of today's hits with the asked-for oldies of the past 15 years... a musical blend that ranges from the Beatles to the Carpenters and from the Kingston Trio to Simon and Garfunkel.

Hitparade '71 is new and appealing, especially to the 18 to 49 age group, a very consuming clan. The tight, professionally-programmed format aims precisely at this audience, eliminating elements like raucous "acid rock" and juvenile "bubble gum rock" which might alienate listeners. The result in market after market is the securing and building of this audience as if magic were at work.

The creator of Hitparade '71 is Bill Drake of Los Angeles, acknowledged by experts

as the most powerful figure in American radio today. He has guided stations all over the country to success through Hitparade '71... and now he's charting the course for WNDU/FM.

Drake programming is heard in the nation's largest markets, including stations in Los Angeles, New York, San Francisco, Boston, Detroit, Memphis, Tulsa, San Diego and Fresno. It's Number One in most of these cities! Today, over 50 stations, including WNDU/FM, broadcast Hitparade '71... the same music, the same announcers, the same proven format.





71

Chicago
Blood, Sweat and Tears
The Byrds
Carole King
Simon and Garfunkel
Lou Rawls
The Everly Brothers
The Lettermen

The Association
Peter, Paul and Mary
Fifth Dimension
Glen Campbell
The Rolling Stones
The Platters
The Supremes
The Beatles

Herb Alpert
The Beach Boys
The Carpenters
Bob Dylan
Ferrante and Teicher
Aretha Franklin
James Taylor
Petula Clark
The Brothers Four

Typical
Daily
Playlist

Ramsey Lewis
Johnny Rivers
The Four Seasons
Spanky and Our Gang
Sonny and Cher
Engelbert Humperdinck
Jack Jones
Elton John

Tom Jones
The Band
Crosby, Stills,
Nash and Young
Credence Clearwater Revival
Judy Collins
Diana Ross
Dionne Warwick
Gordon Lightfoot

more
hit music
51 minutes of every
hour... nothing
but music!

Hitparade '71 is an audience-pleaser that delivers hit after hit in stereo for over three-quarters of every hour.

There's no chatter, no long-winded commentaries. Top West Coast announcers introduce the songs and artists... and that's it.

During a typical Hitparade '71 hour, music is interrupted only four times for commercial clusters and brief news and weather reports.

9



2 min. 10 sec. COMMERCIALS

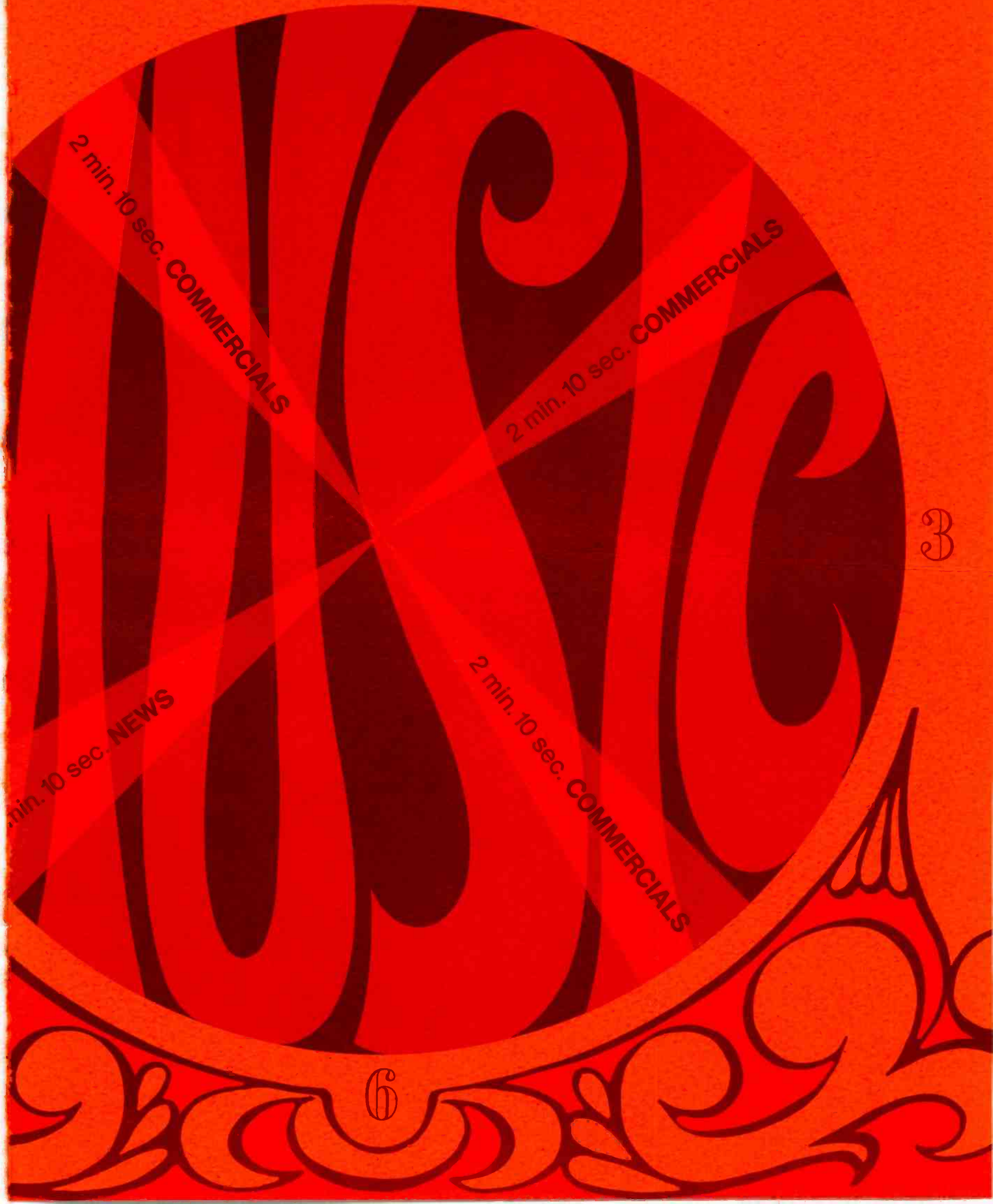
2 min. 10 sec. COMMERCIALS

min. 10 sec. NEWS

2 min. 10 sec. COMMERCIALS

3

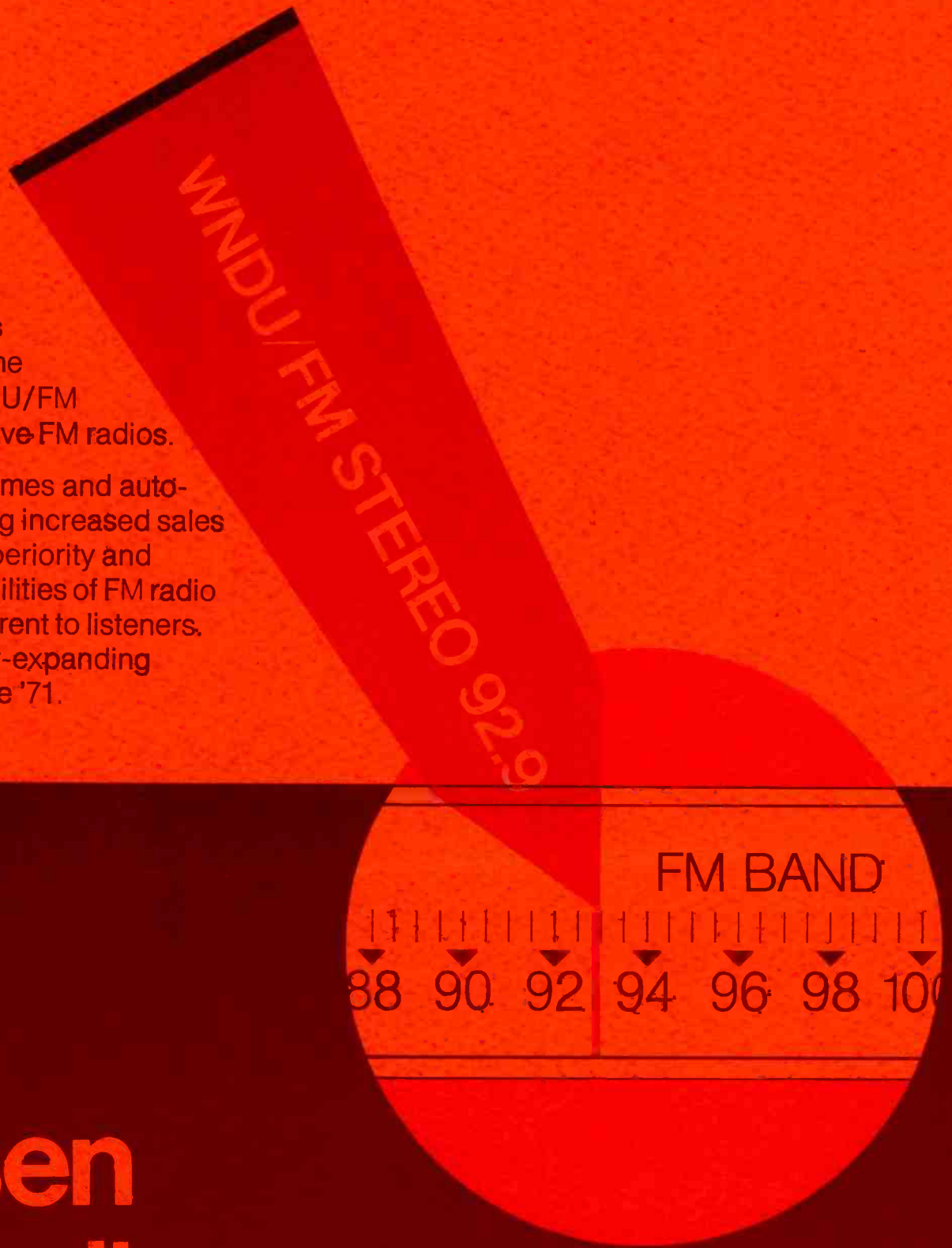
6



Latest Pulse figures show that 70% of the families in the WNDU/FM market area now have FM radios.

FM receivers for homes and automobiles are enjoying increased sales as the technical superiority and stereo sound capabilities of FM radio become more apparent to listeners. The result is an ever-expanding market for Hitparade '71.

**70%
have
chosen
FM radios**



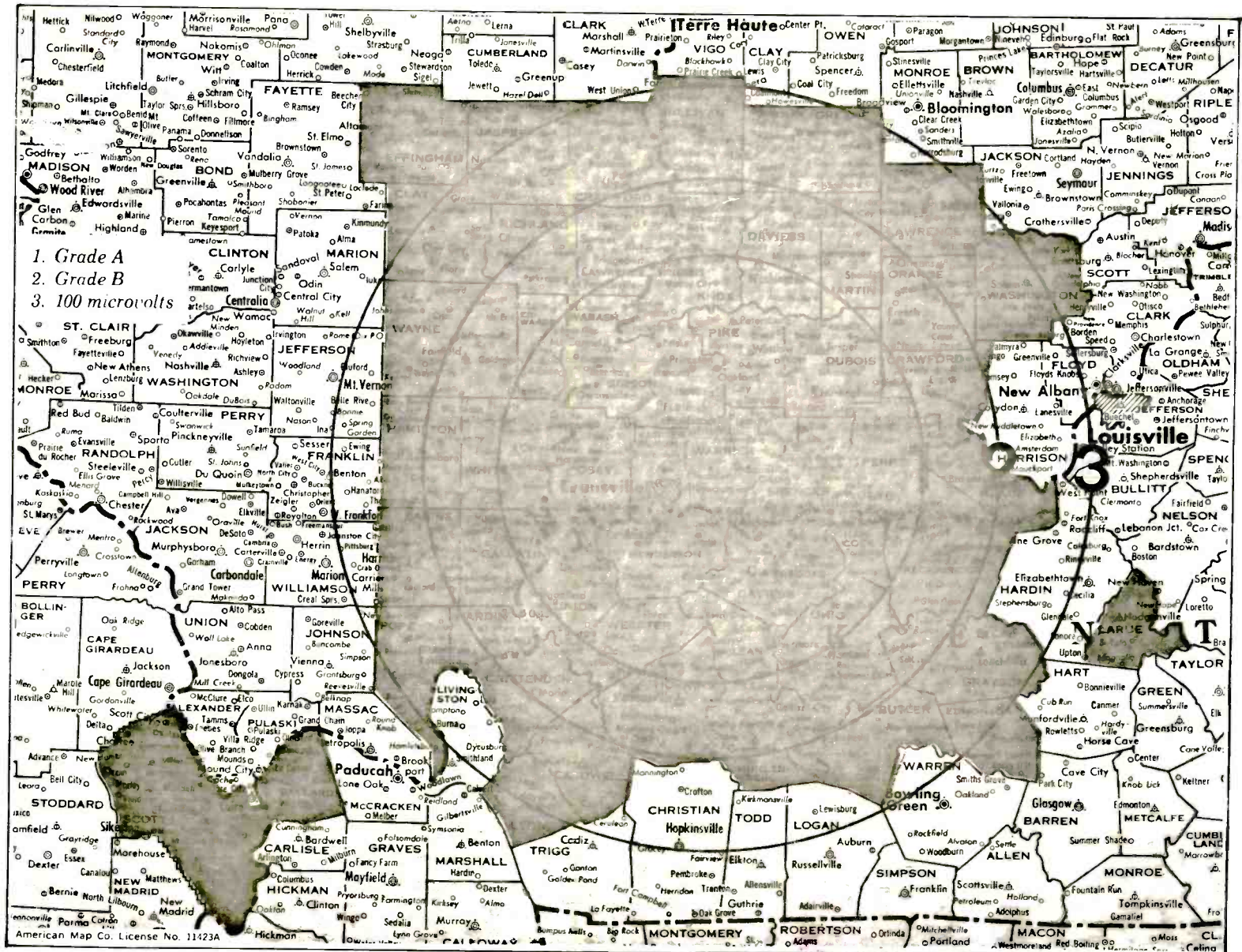
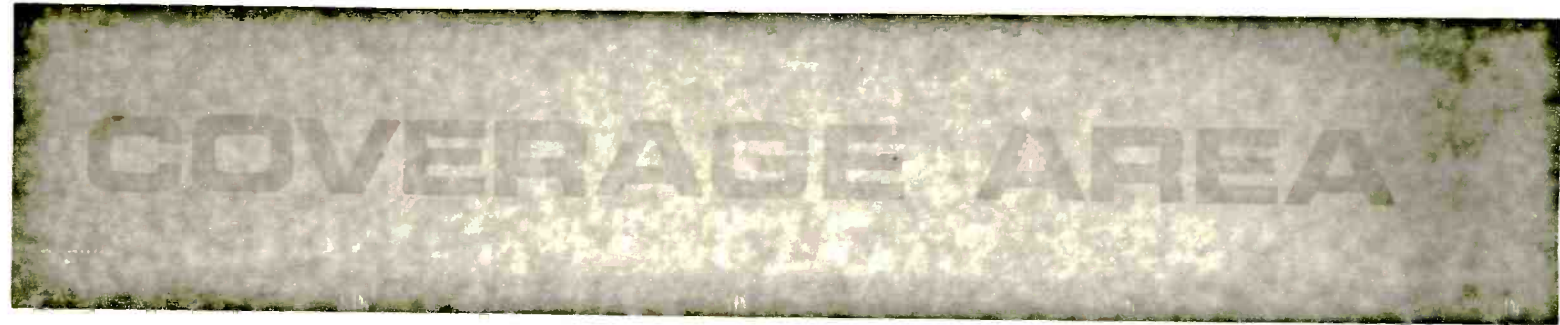
P.O. Box 16, South Bend, Indiana 46624
Phone (219) 233-7111

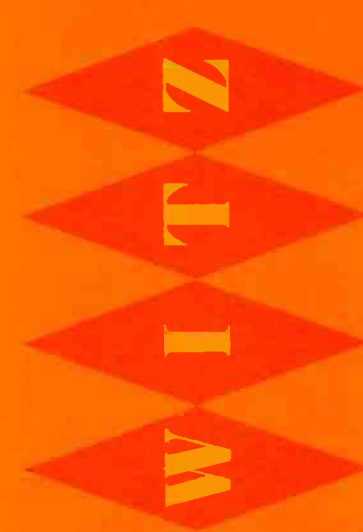




Sales coverage map
of Evansville's only
full power/full tower station.
316,000 watts 1,000 foot tower
curves are extrapolated
from F.C.C. data

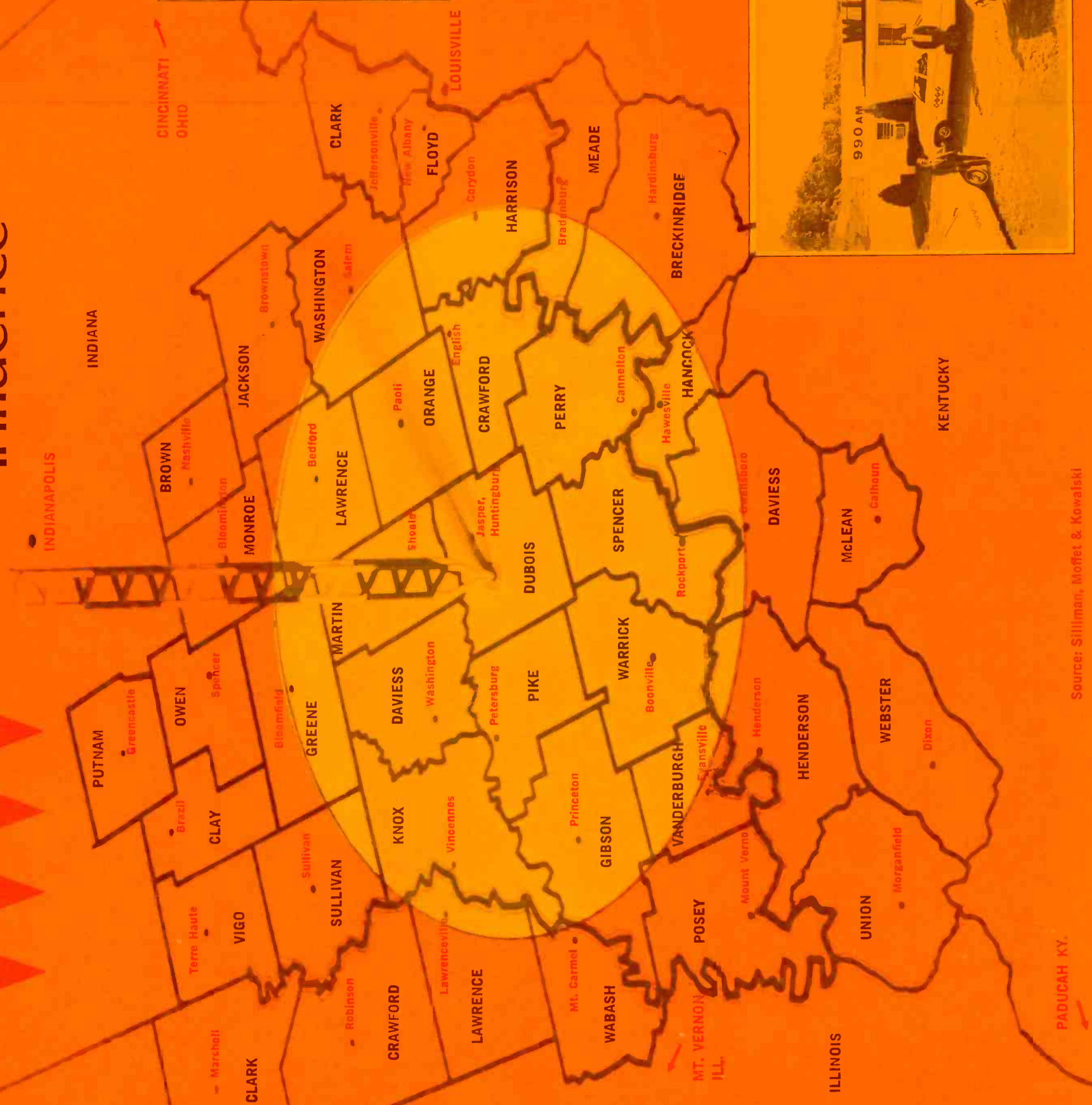
WTWV/Evansville Television, Inc.
405 Carpenter St.
Evansville, Indiana
47701
Phone 812/422-1121.
A subsidiary of
Fuqua Communications
Represented nationally
by H-R Television, Inc.
Serving over 1,946,000 people





sphere
of positive
influence

OHIO



CHRISTMAS LAKE OPEN, REMOTE COVERAGE

the people we reach

JASPER is located in the very heart of the wood office furniture capitol of the world. Many other types of furniture are manufactured in this area and naturally, their related industries and suppliers. This heavy industrial market is well served by WITZ through information and service. With the constant growth pattern of all industries in the WITZ area, products utilizing steel, aluminum, cast, electronics and wood are produced that consistently improve the areas employment opportunities and retail sales.



CONTEST WINNER



REMOTE PROMOTION

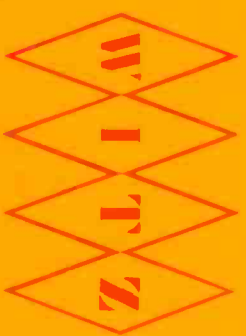


MOBILE UNITS

MARKET DATA OF DUBOIS COUNTY

	DUBOIS COUNTY	COVERAGE AREA
Population.....	31,738*	464,802*
Number of Households.....	8,815*	147,274*
Average Household Income.....	\$ 12,511*	\$ 11,040*
Buying Income.....	111,166*	1,703,651,000*
Retail Sales.....	77,627,000*	889,168,000*
Lumber and Hardware.....	9,722,000*	77,943,000*
General Merchandise.....	2,852,000*	105,239,000*
Food.....	13,504,000*	133,069,000*
Automotive.....	17,576,000*	163,615,000*
Gasoline.....	4,474,000*	70,990,000*
Apparel.....	2,865,000*	35,828,000*
Furniture.....	2,461,000*	25,179,000*
Eating and Drinking.....	3,842,000*	58,357,000*
Drugs.....	Not Available	27,797,000*
Value Added by Manufacturer.....	75.6 Million**	392.3 Million exclusive of Vanderburgh & Warrick Counties—Not Available**

* 1972 Editor and Publisher Market Guide
** Jasper Chamber of Commerce—estimated from U. S. Department of Commerce, Bureau of the Census Data



special features

SPORTS

WITZ's Sports Department is one of the best and most active in the state, originating over 100 area high school football, basketball, and baseball games annually. Too, college football includes coverage of Indiana University and exclusive broadcasts in Southern Indiana of the Purdue schedule. Sports coverage includes exciting National League Baseball with the Cincinnati Reds and each Memorial Day we join the world's largest radio sports network for the Indianapolis 500 Mile Auto Race. A special feature of WITZ sports is the origination of the richest PRO-AM Golf Tournament in Indiana, The Christmas Lake Open. Each Sunday afternoon throughout the high school basketball season, the sport is discussed with an area high school coach on "FAST BREAKS," the oldest (23 Years) exclusive basketball show in Indiana hosted by a member of Indiana's Basketball Hall of Fame, Leo C. "Cabby" O'Neill. These sports features are why we consider WITZ the "SPORTS VOICE" of Southern Indiana.

NEWS

WITZ recognizes the importance of being informed and to keep our listening audience informed we provide over two hours of world, national, state and local news every day of the week. Highlighting this news coverage are our three major newscasts at 8:00 A.M., 12:00 Noon and 4:00 P.M. Our associated press wire is watched closely for late breaking news, while on the local scene three WITZ mobile news units are always available for on-the-scene reporting. With today's fast-moving business world we feature daily stock market closings at 4:10 P.M.

FARM NEWS

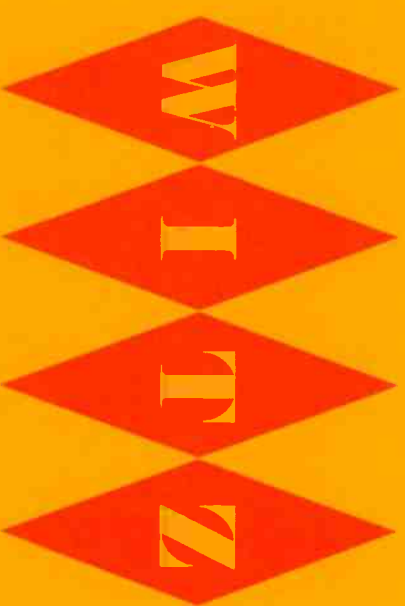
The WITZ listening area is heavy in agriculture, so to keep farmers informed WITZ features special farm programming daily. This begins with our early morning farm weather and agriculture reports at 6:30 each morning. From 11:45 until 12:00 noon daily we carry four livestock market reports including The Bourbon Stockyard Report from Louisville, Ky., The Union Stockyard at Evansville, Heindol Hog Market in Jasper and the M & R Stockyard at Loogootee.

REMOTE BROADCASTS

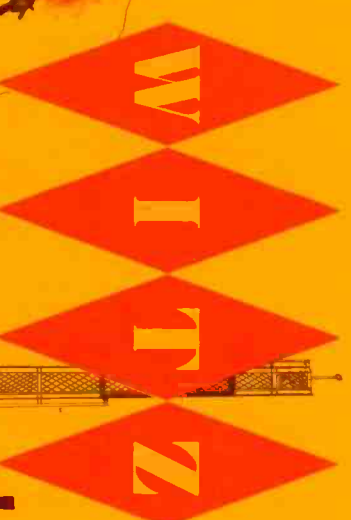
Everything that happens doesn't happen in our backyard so with our remote broadcasting facilities we can go to the news or right downtown for special promotional events. Add this flexible on-the-spot potential to the dynamic personalities of our veteran broadcast personnel and you can readily see why we say WITZ is the station listened to most in greater Southern Indiana.

MUSIC

Truly a composite station, WITZ AM/FM delivers a full spectrum of music during the broadcast day to satisfy the listening tastes of our entire audience. Our recipe for blending the various types of all hit music enables us to hold the listener throughout the whole day.



WITZ Radio AM-FM
P.O. Box 167
Jasper, Indiana 47546
Phone (812) 482-2131



AM 990 KH.
1000 WATTS
FM 104.7 MH.
5500 WATTS

JASPER, INDIANA
bridging the gap between major markets

SINCE 1948

