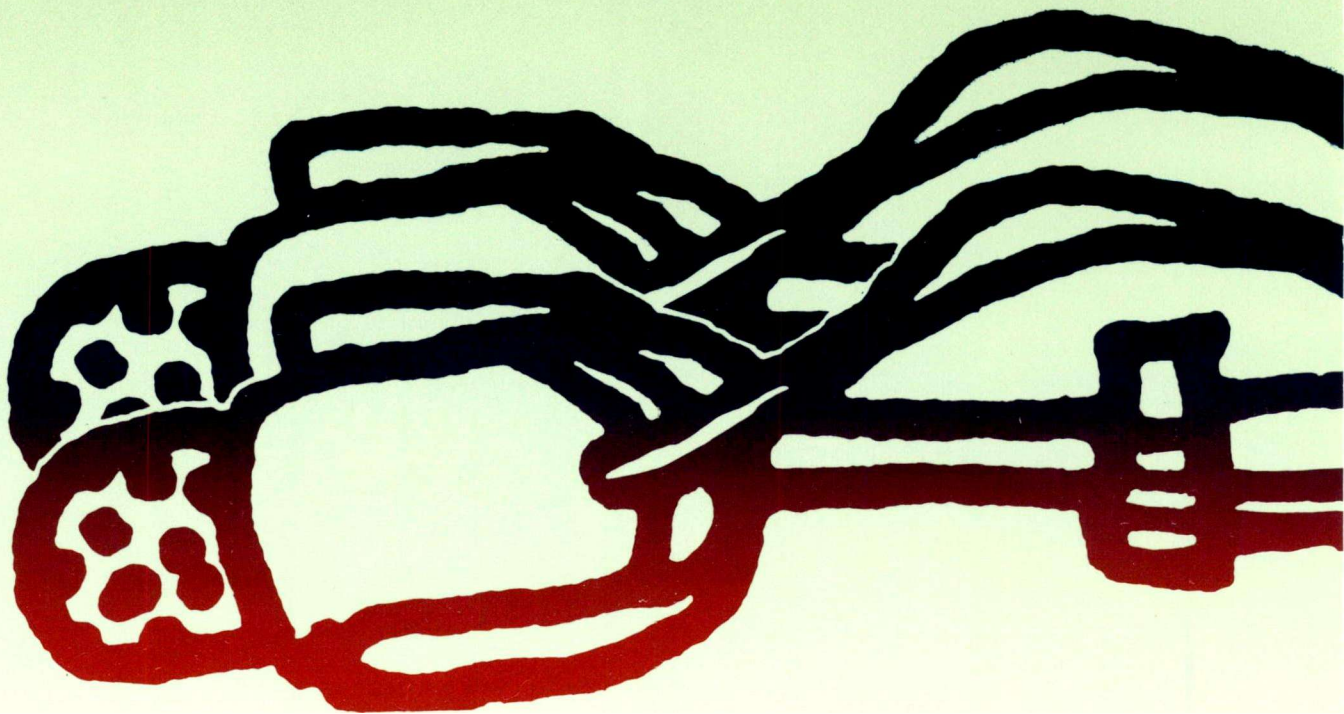


FM96 KRAV KGTO AM1050



FM96.6 KRAV

Rate Card #18, Effective July 18, 1983

WEEKLY PLANS

GRID	I					II					III					IV					V				
	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's	:60's	:30's			
1-11X	88	75	82	70	76	65	70	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60			
12X	85	72	79	67	73	62	67	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57			
18X	81	69	75	64	69	59	63	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54			
1-11X	75	64	70	60	65	55	60	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51			
12X	72	61	67	57	62	53	57	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48			
18X	69	59	64	54	59	50	54	46	46	46	46	46	46	46	46	46	46	46	46	46	46	46			
1-11X	64	54	60	51	55	47	51	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43			
12X	61	52	57	48	53	45	48	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41			
18X	59	50	54	46	50	43	46	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39			
TOTAL AUDIENCE PLANS (Equal Distribution in All Dayparts)																									
12X	70	60	65	55	60	51	55	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47			
18X	67	57	62	53	57	48	52	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44			
24X	64	54	59	50	54	46	49	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42			

KGTO AM1050

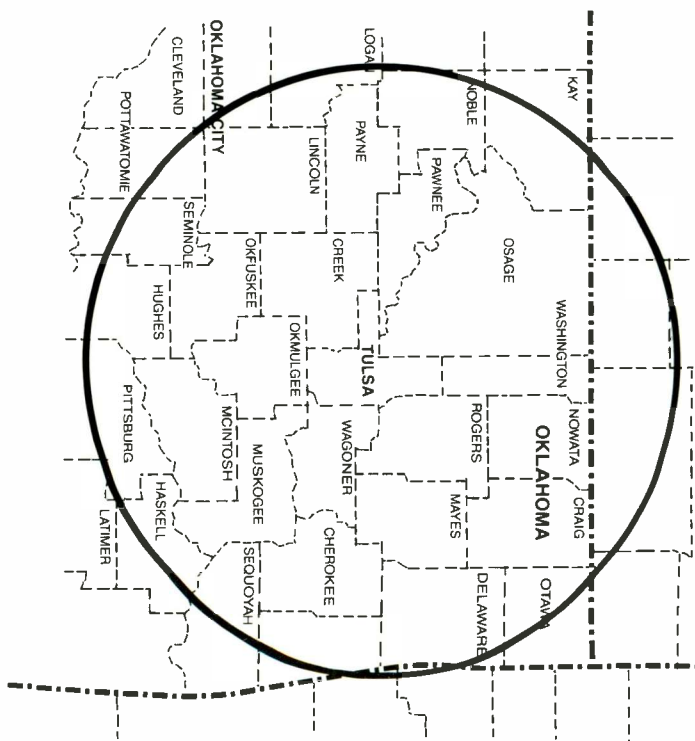
All Dayparts. (In Combination with KRAV)

I	II	III	IV	V
20	18	16	14	11

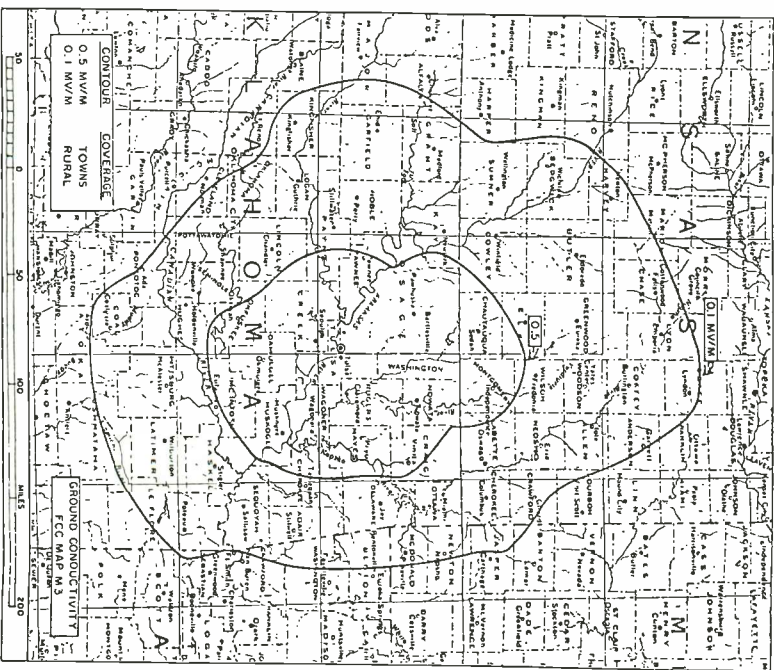
Annual Plans, Remote Broadcasts, News and Sports Packages Available on Request.

GENERAL INFORMATION

KRAV 24 Hour Stereo, 100,000 Watts Horizontal, 100,000 Watts Vertical, KGTO, 1000 watts, daytime only. 52 watts, 6:00 a.m. to sun-up, 15% Commission to advertising agencies recognized by station management. All broadcast matter subject to approval of station management. KRAV/KGTO reserves the right to refuse or discontinue any advertiser for reasons satisfactory to itself.



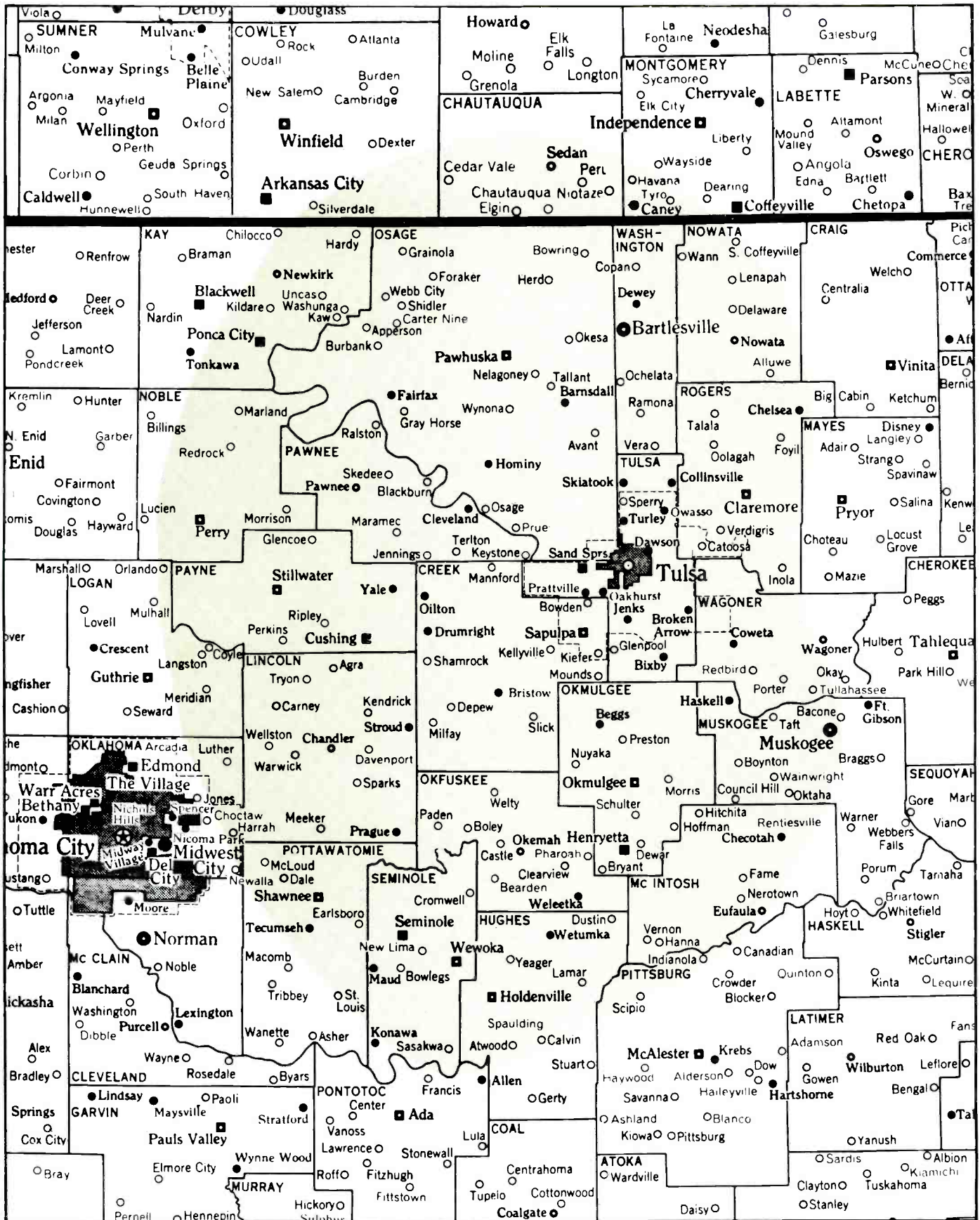
KGTO AM1050



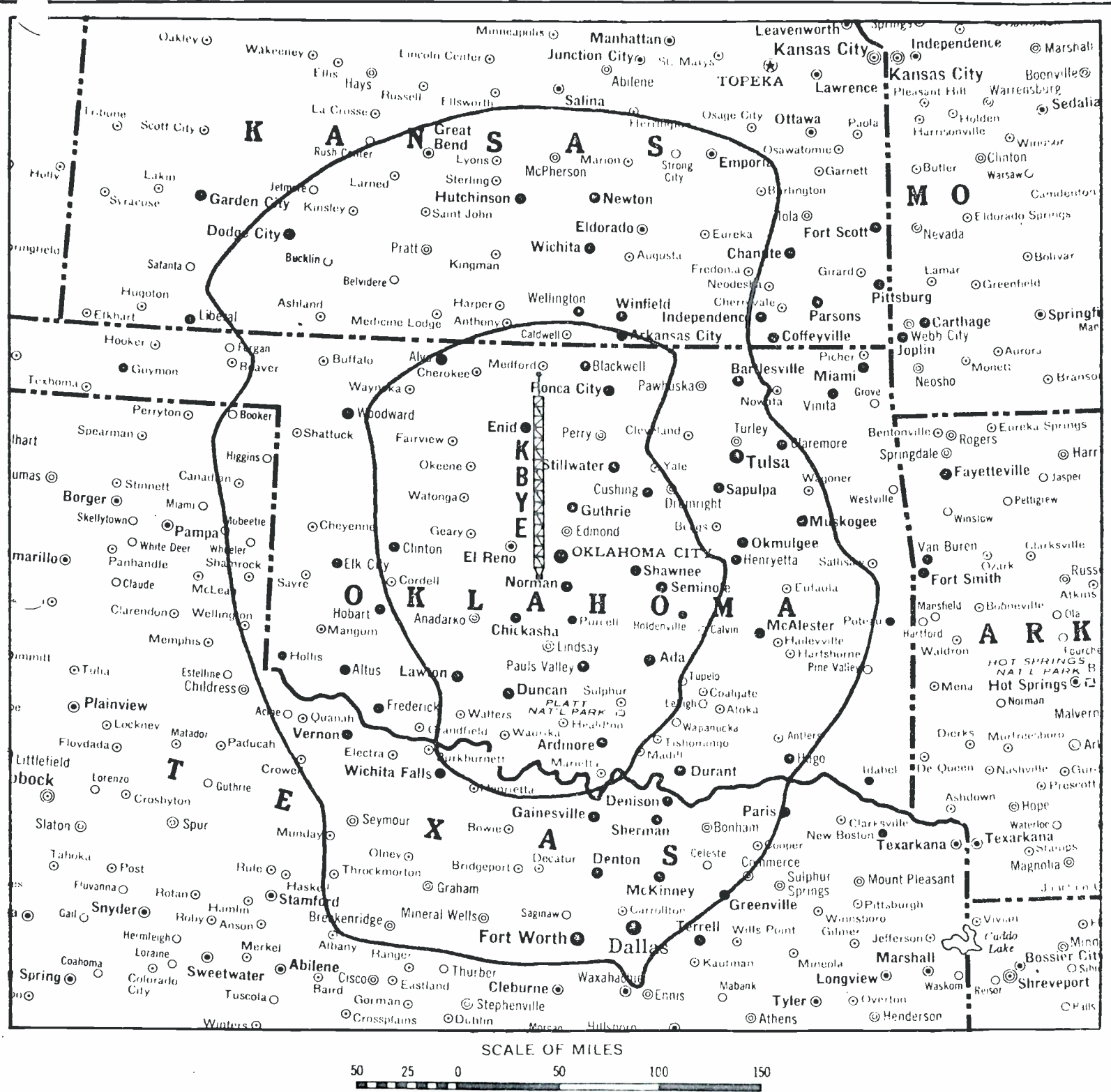
KENW 1300

8601 SOUTH HARVARD, TULSA, OKLAHOMA 74135

COUNTRYPOLITAN RADIO • 918-299-5071



RADIO STATION **KBYE-OKLA. CITY, OKLA.** 1000 Watts Dial 890 Non Directional Clear Channel



KBYE, OKLA. CITY-1000 Watts 890 KC Clear Channel

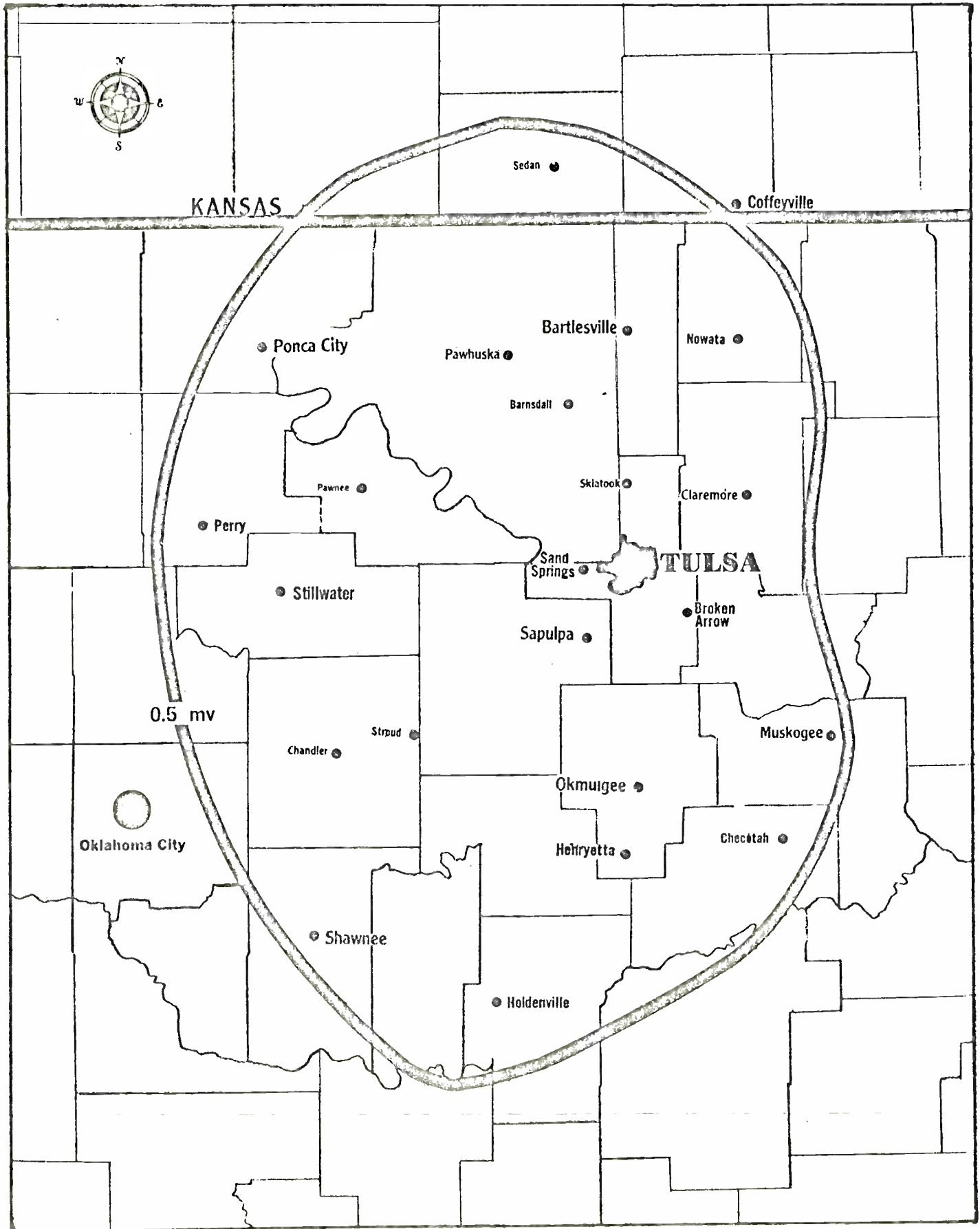
Metropolitan Oklahoma City 557,989 **Total Coverage Population 5,351,587**

SOURCE OF INFORMATION: Oklahoma 2,337,427 — Statistical Abstract Of Oklahoma ; Bureau Of Business Research, University of Oklahoma; Oklahoma City Chamber of Commerce. Texas 2,095,960 — Kansas 918,200 — Standard Rates & Data Service Inc. January 1960

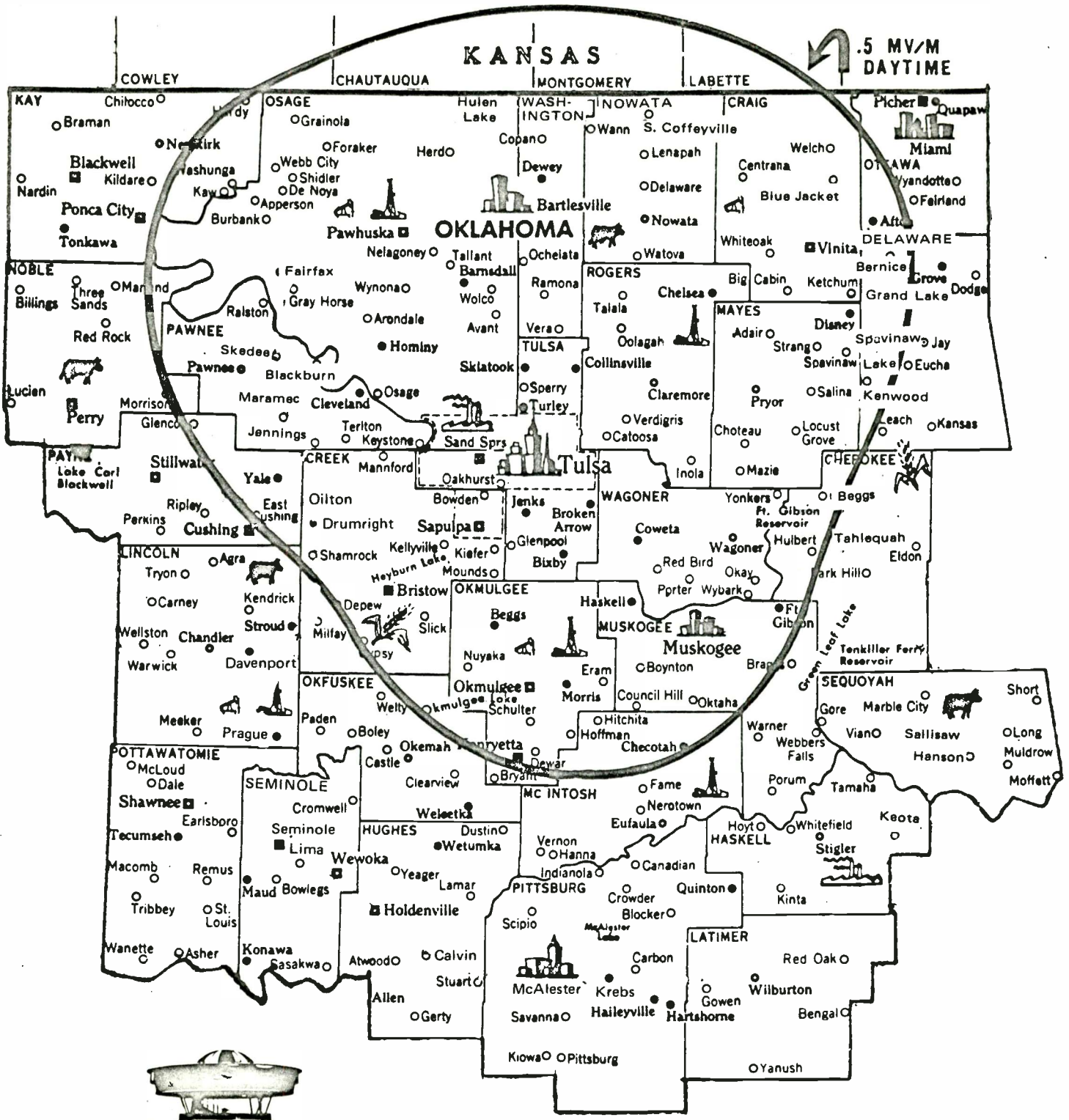
KEN.W 1300

SUITE 807 • 2805 EAST SKELLY DRIVE
TULSA, OKLAHOMA 74105 • 918-749-4631

COUNTRYPOLITAN RADIO

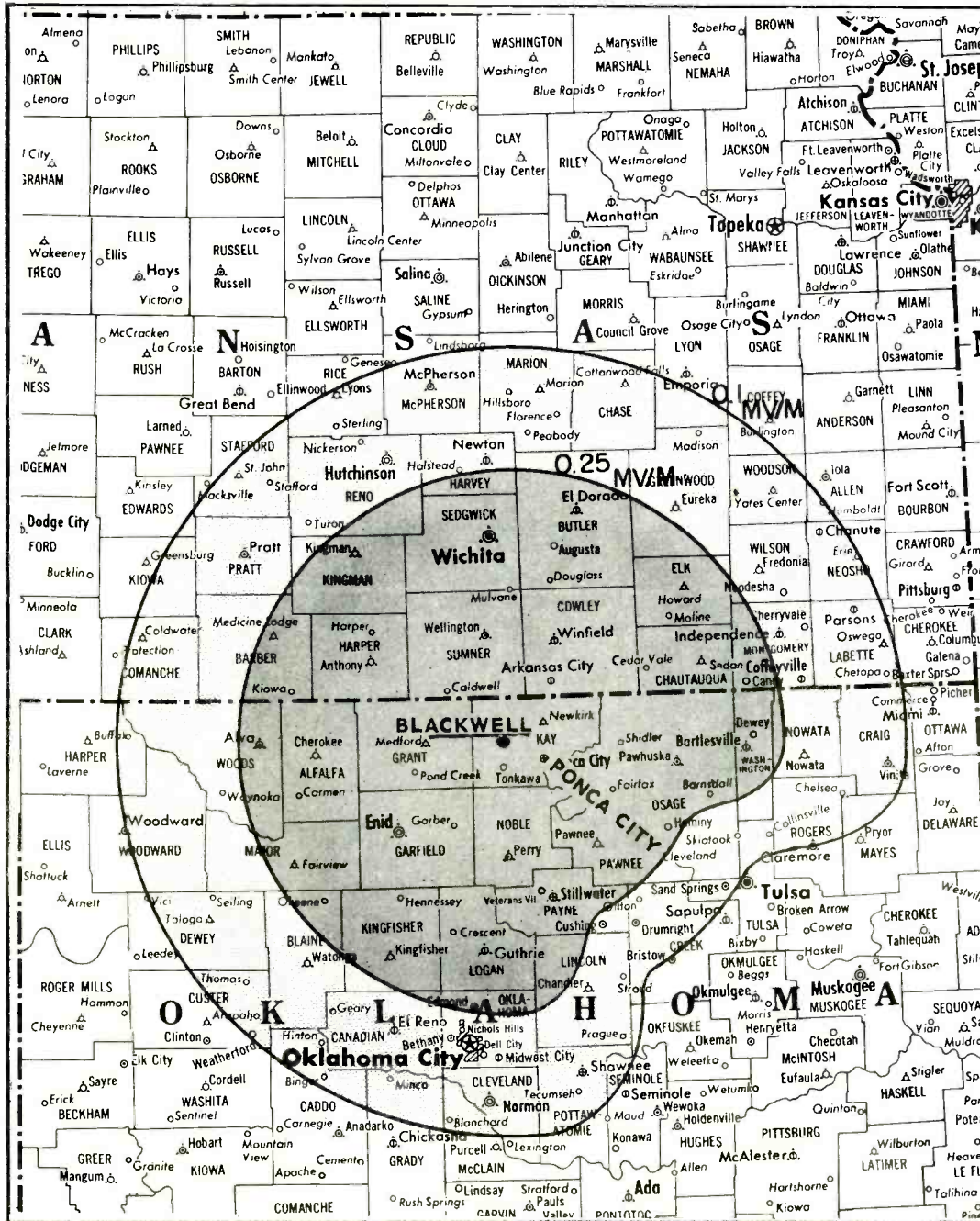


KELI RADIO - 1430 kc - 5,000wt - Tulsa, Oklahoma



5000 WATTS / 1430 KC / POST OFFICE BOX 3685 / TULSA, OKLAHOMA 74152

P. O. Box 70 • Blackwell, Oklahoma 74631 • EM 3-4567
A COMMENT STATION 762-6388



KLTR

RADIO—1580
COMMUNICATIONS ENTERPRISES, INC.



MARKET DATA*

	Within .25 M V/M Coverage	Within .1 M V/M Coverage
Population	1,290,000	2,394,500
Households	422,730	747,760
Consumer Spendable Income	\$2,586,853,000	\$4,547,833,000
Passenger Cars	521,410	958,900

RETAIL SALES DATA

Total Retail Sales	\$1,595,158,000	\$2,898,133,000
Food Stores	380,606,000	693,460,000
Drug Stores	62,692,000	112,170,000
General Merchandise	175,662,000	311,442,000
Apparel Stores	88,818,000	158,912,000
Home Furnishings	73,842,000	133,251,000
Auto Stores	329,810,000	598,825,000
Filling Stations	148,822,000	893,174,000

FARM DATA

Farm Population	93,200	211,400
Total Farm Income	\$370,771,000	\$793,443,000

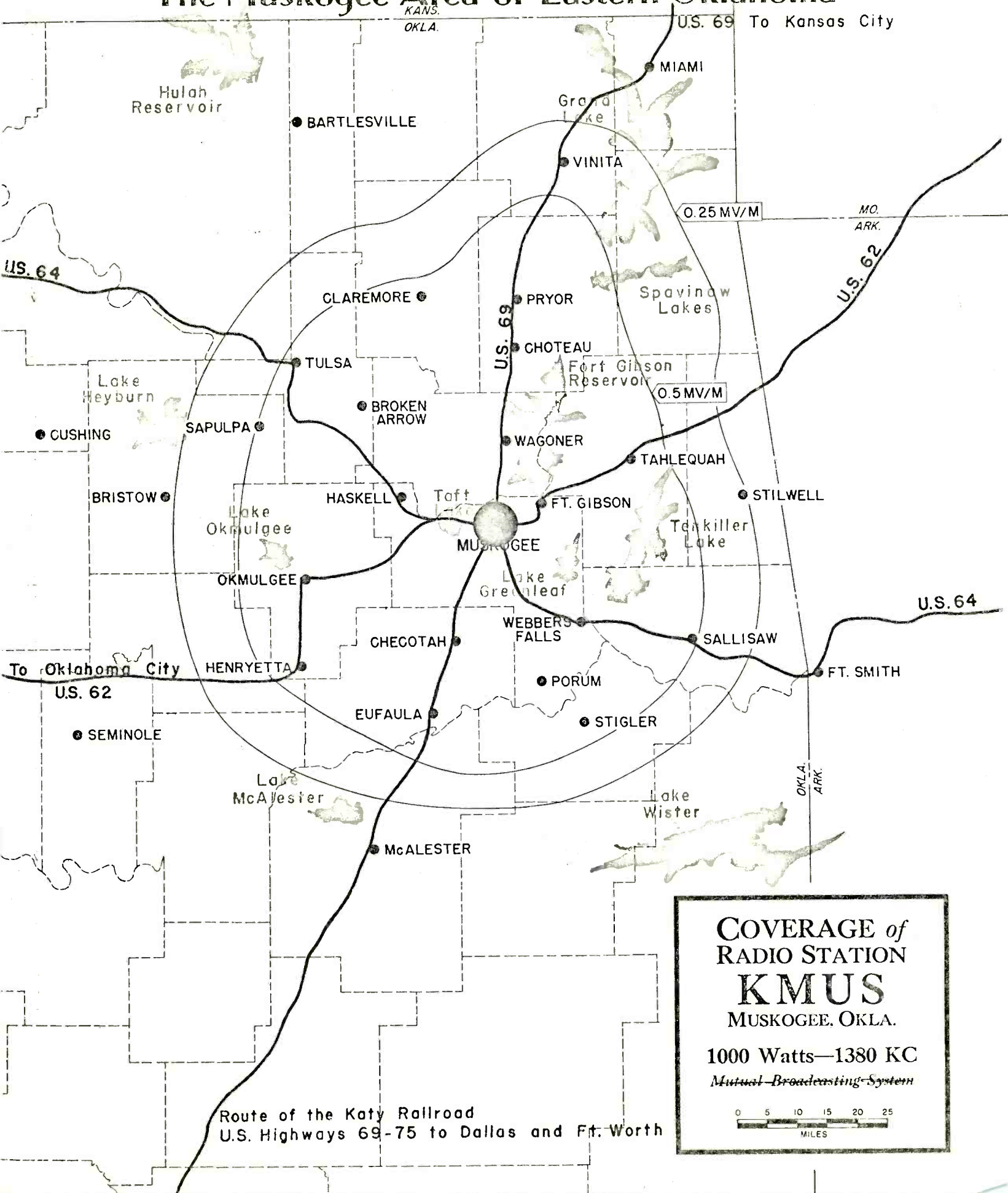
*Source: Standard Rate & Data Service

**The One Regional Station That Fills The Coverage Gap
 Between Oklahoma City, Wichita and Tulsa**

1,000 Watts

SPORTSMAN'S PARADISE

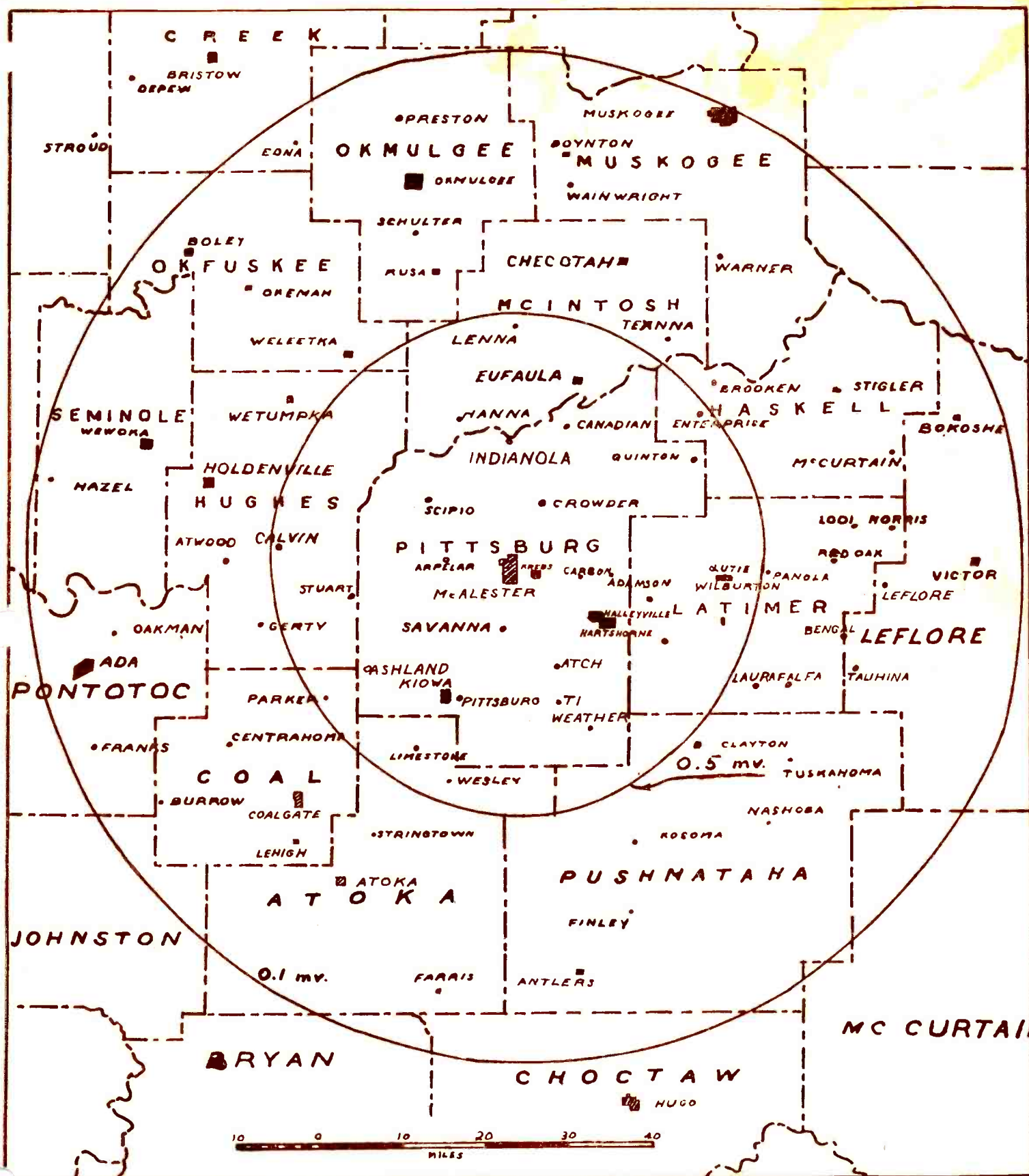
The Muskogee Area of Eastern Oklahoma



COVERAGE of
RADIO STATION
KMUS
 MUSKOGEE, OKLA.
 1000 Watts—1380 KC
Mutual-Broadcasting-System

0 5 10 15 20 25
 MILES

Route of the Katy Railroad
 U.S. Highways 69-75 to Dallas and Ft. Worth



FIRST!

in Music, News and Sports

IT DOESN'T COST — IT PAYS
TO ADVERTISE
ON

RADIO
STATION

KNED

1000 Watts
DAY
500 Watts
NIGHT

"Southeastern Oklahoma's Most Powerful Station"

McALESTER, OKLAHOMA

"Where The Future Is Just Beginning"

TO KEEP UP — KEEP TUNED

FOR INFORMATION AND RATES —

Write—Call—or Wire—

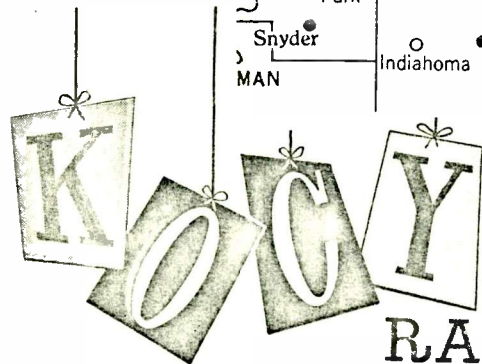
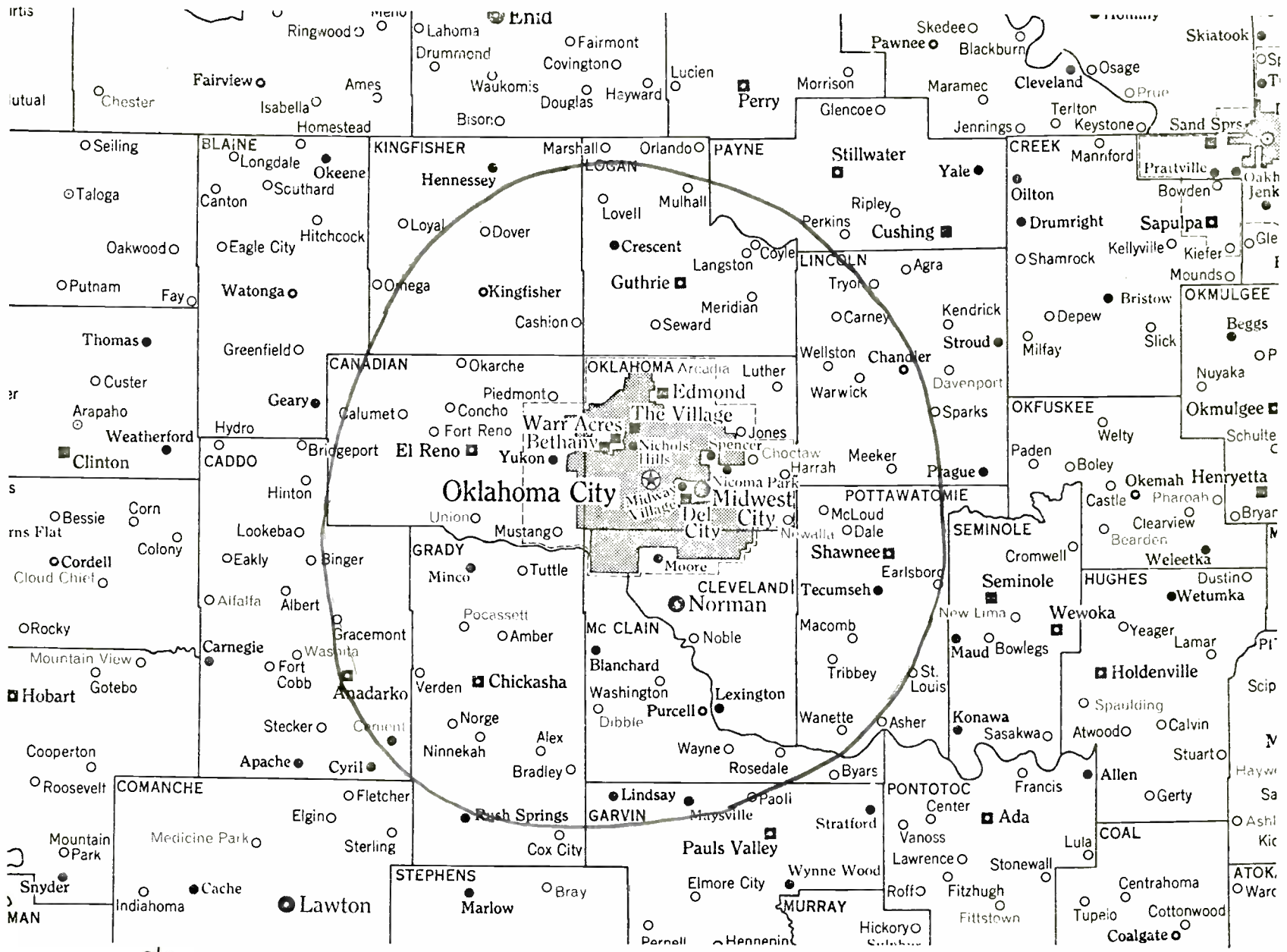
Box 780 Phone GA 3-1460

FRANCIS D. STIPE, General Manager

MARKET DATA

COUNTY	1960 POPULATION	RETAIL SALES
Pittsburg	34,360	\$ 29,824,000
Coal	5,546	3,657,000
Hughes	15,144	11,618,000
McIntosh	12,371	7,986,000
Haskell	9,121	5,852,000
Latimer	7,738	3,614,000
Pushmataha	9,088	6,607,000
Atoka	10,352	7,340,000
Johnston	8,517	5,254,000
Pontotoc	28,089	32,579,000
Seminole	28,086	26,077,000
Okfuskee	11,706	6,971,000
Okmulgee	36,945	30,767,000
Muskogee	61,866	61,556,000
Sequoyah	18,001	8,234,000
LeFlore	29,106	17,441,000
McCurtain	25,851	15,370,000
TOTAL	351,867	\$265,377,000

"A Progressive Station In A Progressive Market"



**RADIO
OKLAHOMA CITY**

0.5 MV COVERAGE

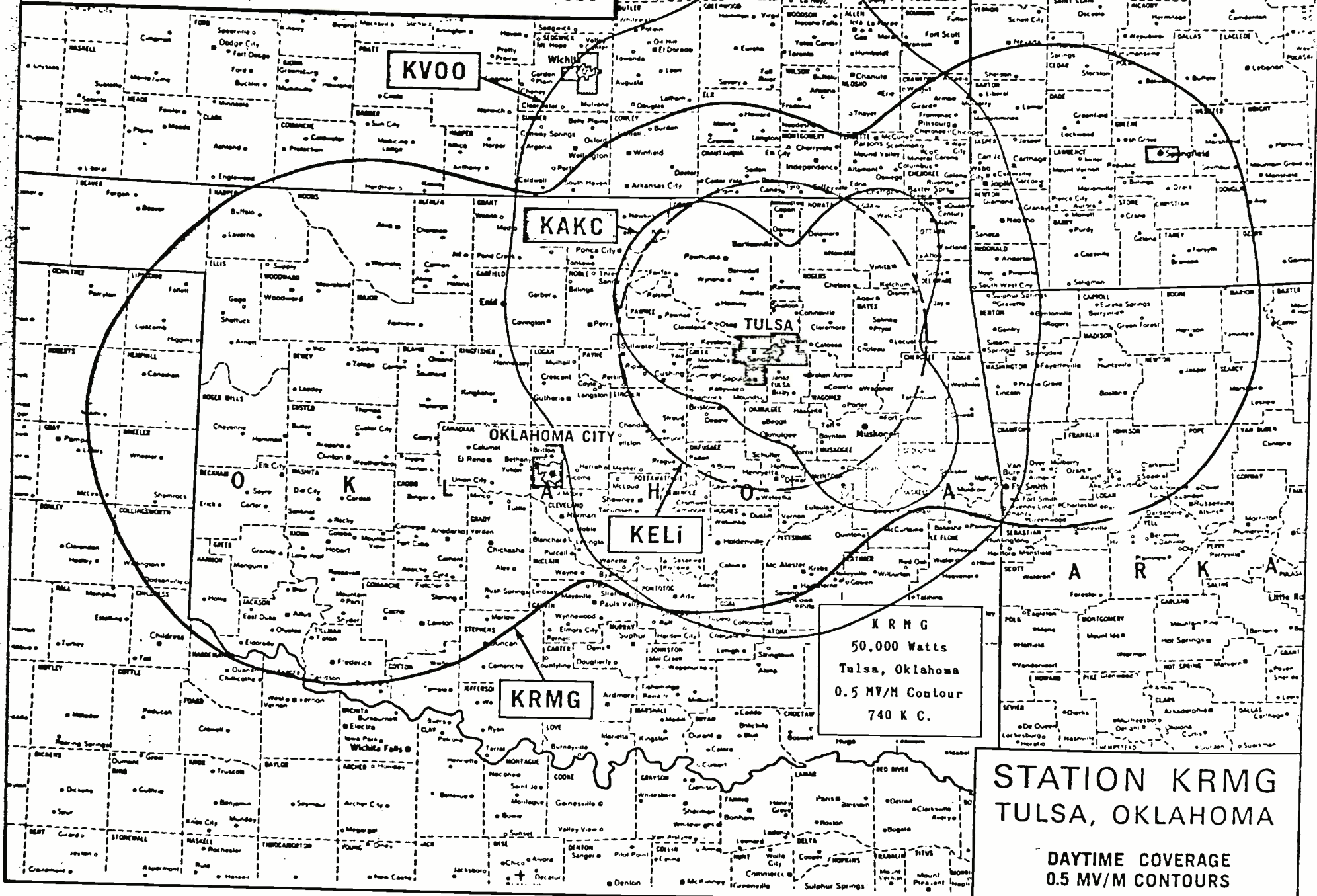
Area Retail Sales \$972,309,148.00
 (Oklahoma Tax Commission
 Retail Sales Tax Reports)

Area Population 672,350
 (1960 U. S. Census)

KRMG

RADIO
74
50,000 Watts

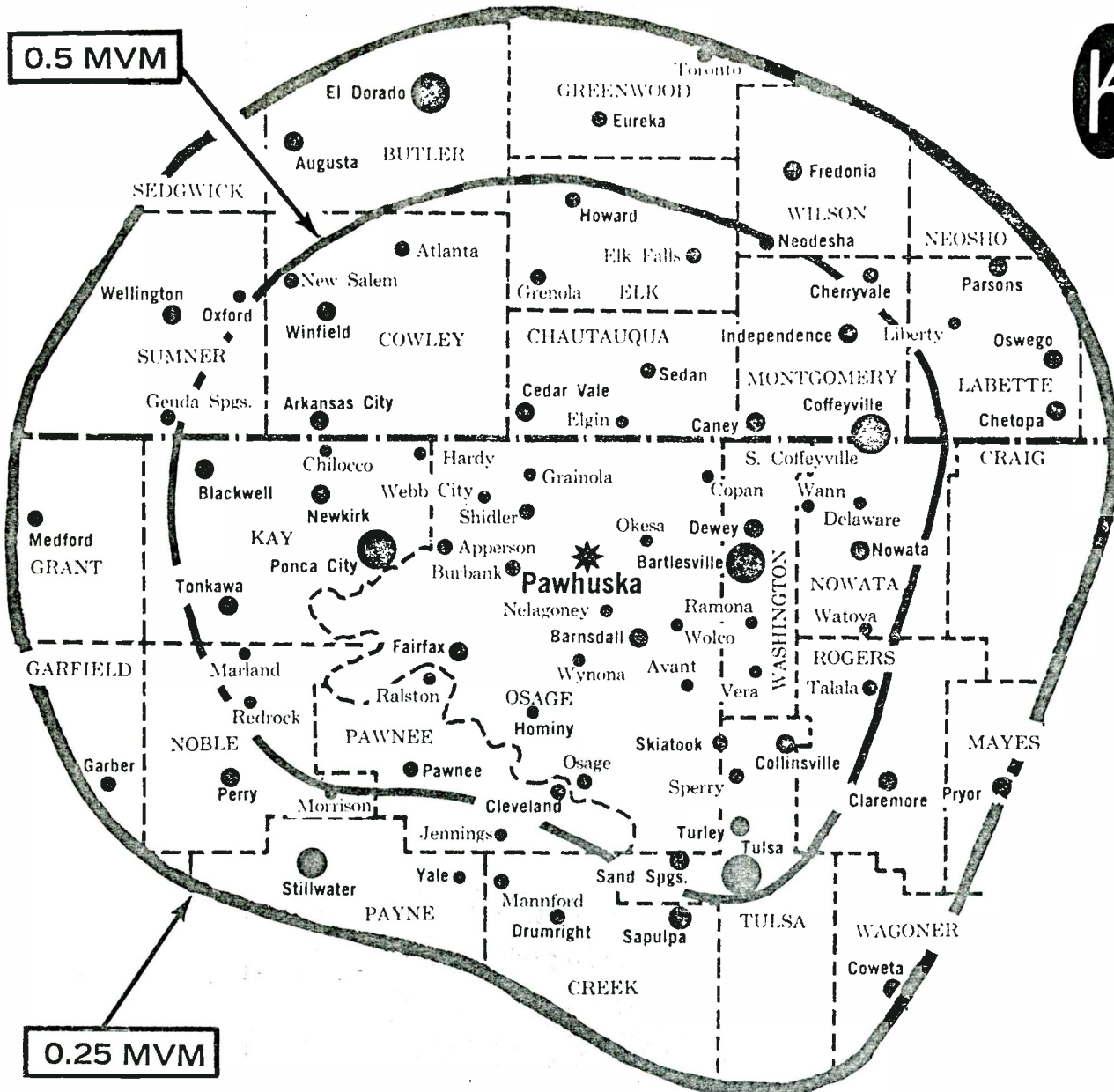
Covers Tulsa,
Oklahoma City
and the
Great Southwest



KRMG
50,000 Watts
Tulsa, Oklahoma
0.5 MV/M Contour
740 K C.

STATION KRMG
TULSA, OKLAHOMA
DAYTIME COVERAGE
0.5 MV/M CONTOURS

0.5 MVM



**K
O
S
G**

At 1500 KC
Pawhuska, Oklahoma
500 WATTS

The Strong
Clear Voice of
Northern Oklahoma
and Southern Kansas

- Oil
- Cattle
- Race Horse Training Center
- Diversified Industry
- Home of Osage Indian Agency

0.25 MVM

K - Osage

"Covering the Osage Country"

- | | |
|--------------|---------|
| Pawhuska | Shidler |
| Bartlesville | Fairfax |
| Ponca City | Nowata |
| Barnsdall | Hominy |
| Skiatook | Sedan |

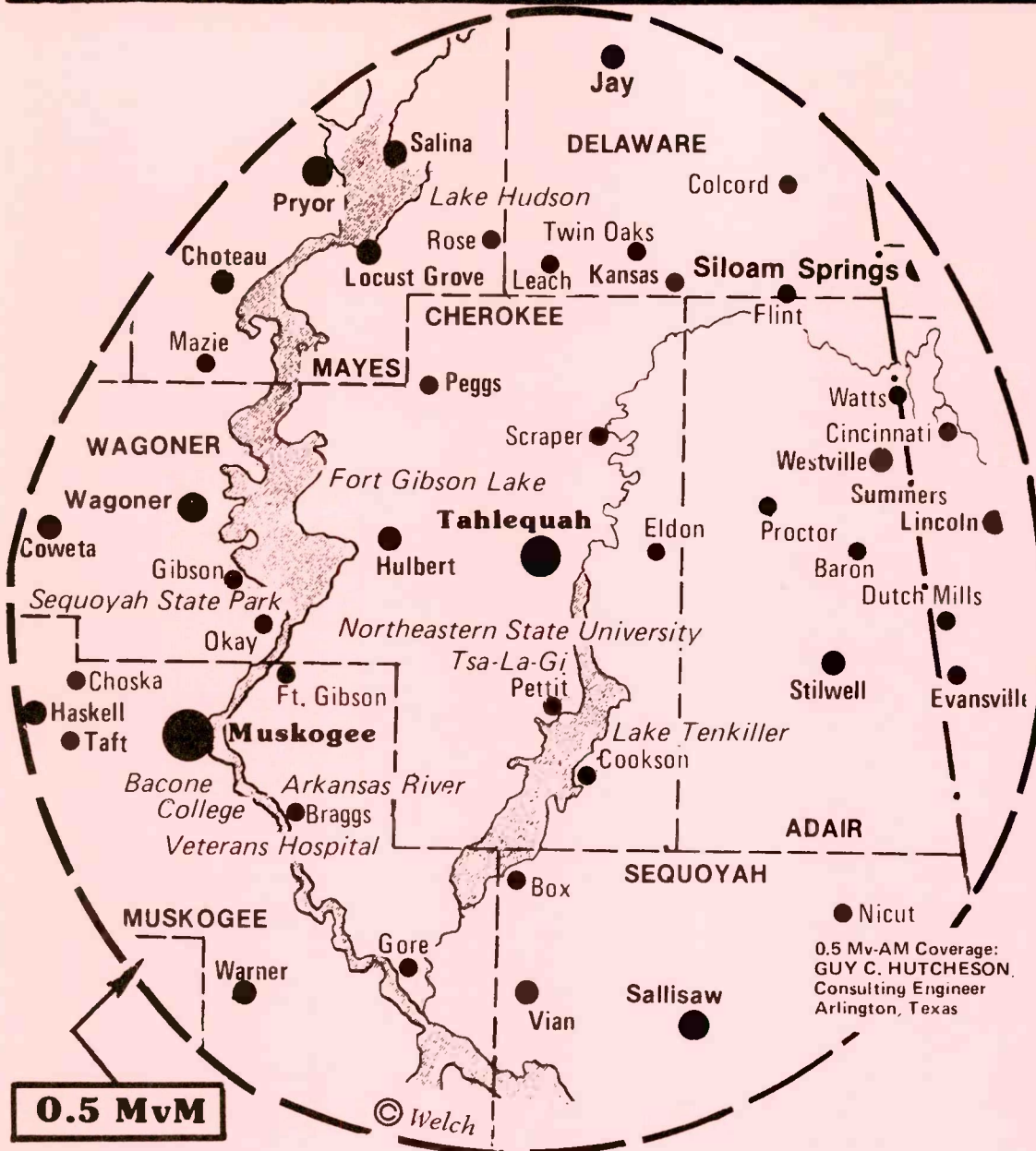
RADIO STATION
KOSG

Studios-Offices: 513A Kihekah Street
P. O. Box 1207 Phone 287-1211
PAWUSKA, OKLAHOMA

MARKET DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Population	641,900	852,200
Households	207,000	274,620
Radio Homes	178,790	238,590
Passenger Cars	259,780	342,960
Spendable Income	\$1,328,471,000	1,666,159,000
RETAIL SALES:		
Food	\$ 199,970,000	255,363,000
Drug	\$ 31,578,000	39,622,000
Gen'l. Merchandise	\$ 107,117,000	123,529,000
Apparel	\$ 44,024,000	53,751,000
Home Furnishings	\$ 34,260,000	42,994,000
Auto Sales	\$ 178,227,000	230,821,000
Service Stations	\$ 79,432,000	104,775,000
Total Retail Sales	\$ 820,520,000	1,038,991,000
FARM DATA:		
Farm Population	36,500	74,900
Farm Income	\$ 105,188,000	221,036,000
SOURCE: SRDS Consumer Market Data.		

Prepared by Market Data Associates.

KTLO-AM Selling the Land of the Cherokees from Tahlequah



TAHLEQUAH, in the midst of Oklahoma's Green Country, is served by US Highway 62 and several state highways; Continental Trailways; and maintains a modern, lighted municipal airport. Population is about 10,000 plus college population.

TAHLEQUAH, a rare American community which has carved a unique place in the annals of Oklahoma history with its Cherokee Indian heritage, has its eyes on the future with many new stores, shopping plazas, and hundreds of new families arriving each year.

For thousands annually, Tahlequah is the dream vacation to Lake Tenkiller, Fort Gibson reservoir, Sequoyah State Park, the Illinois River, the world famous Tsa-La-Gi Indian Village and "Trail of Tears" drama, industries of the Cherokee Indian Nation.

Industrially-speaking, Tahlequah has plants manufacturing ready-to-wear, Cherokee Indian weavers, chairs, and metals and is nationally-known for its nurseries.

NORTHEASTERN State University covering 180 acres with 62 buildings and more than 6,000 students is located here on the grounds of the original Cherokee Female Seminary.

KTLO-AM features local and national news coverage with local reports at 7:40-7:55 AM; 12 Noon-12:15; and 5:00-5:15 PM seven days a week. Farm news, livestock markets, state ag news from 6:30-6:45 PM daily plus statewide news and the national—world news coverage via UPI Network.

KTLO-AM programs Country Music 6 a.m. til local sunset daily and carries a comprehensive local High School and collegiate sports coverage.

0.5 MvM

KTLO

1350 khz

1000 WATTS

KTLO, Inc.

Ralph Lynch, General Manager
517 South Muskogee Street

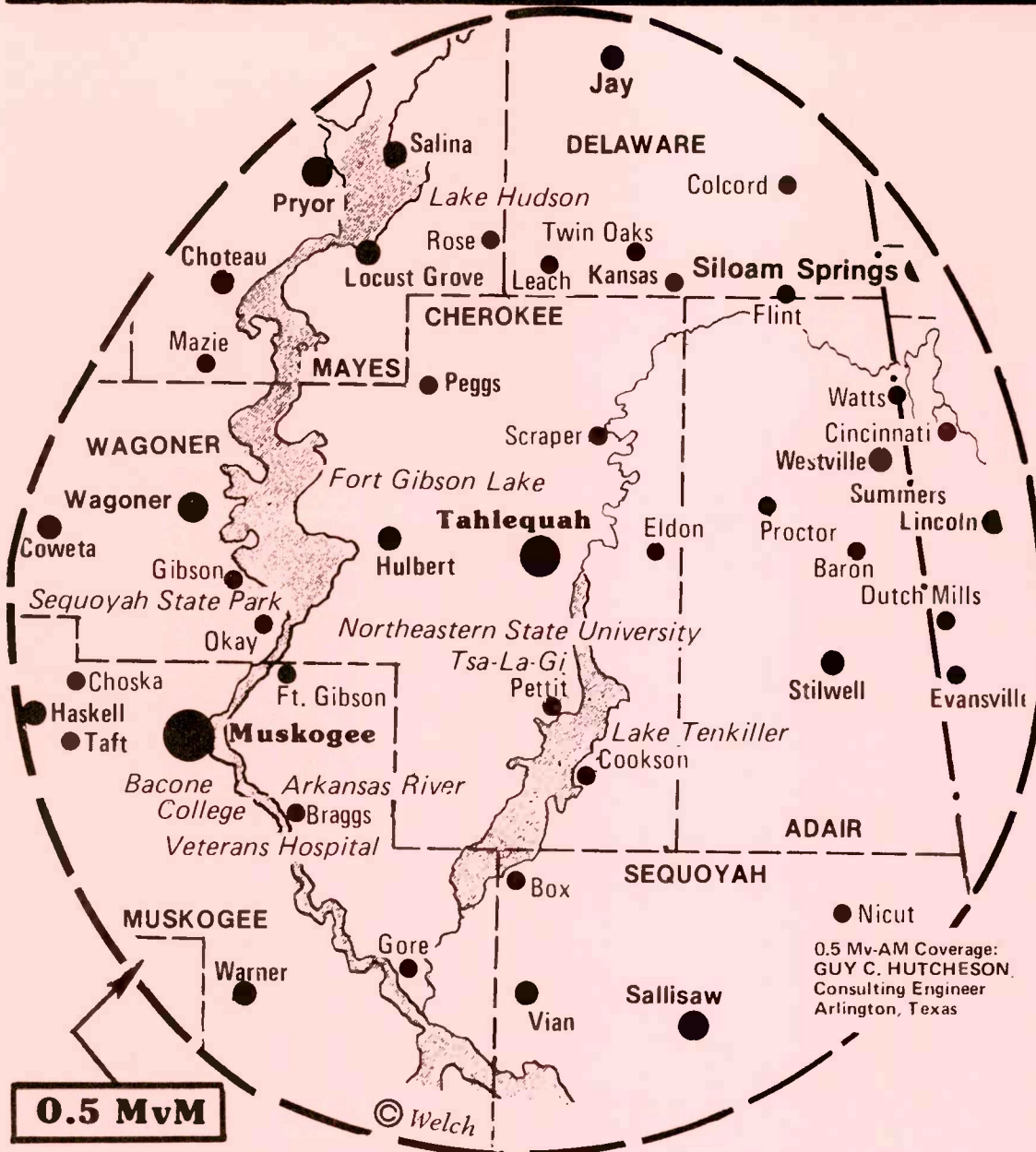
Phone (918) 456-2511

Tahlequah, Oklahoma 74464

Data:

	0.5 MVM COVERAGE
Population . . .	180,000
Households . . .	71,383
AM Radio Homes	69,820
Auto Ownership .	78,840
Farm Households	23,400
Spendable Income	\$877,336,000
Total Retail Sales	\$419,425,000
Food Stores . . .	\$ 90,499,290
Drug Stores . . .	\$ 7,963,000
General Mdse. . .	\$ 68,150,450
Apparel Shops . .	\$ 17,663,900
Homefurnishings .	\$ 15,600,900
Auto Dealers . . .	\$ 79,530,250
Service Stations .	\$ 54,230,000
Gross Farm Income	\$157,038,000
Source: SRDS Consumer Data	

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KTLO

1350 khz

1000 WATTS

KTLO, Inc.

Ralph Lynch, General Manager
517 South Muskogee Street

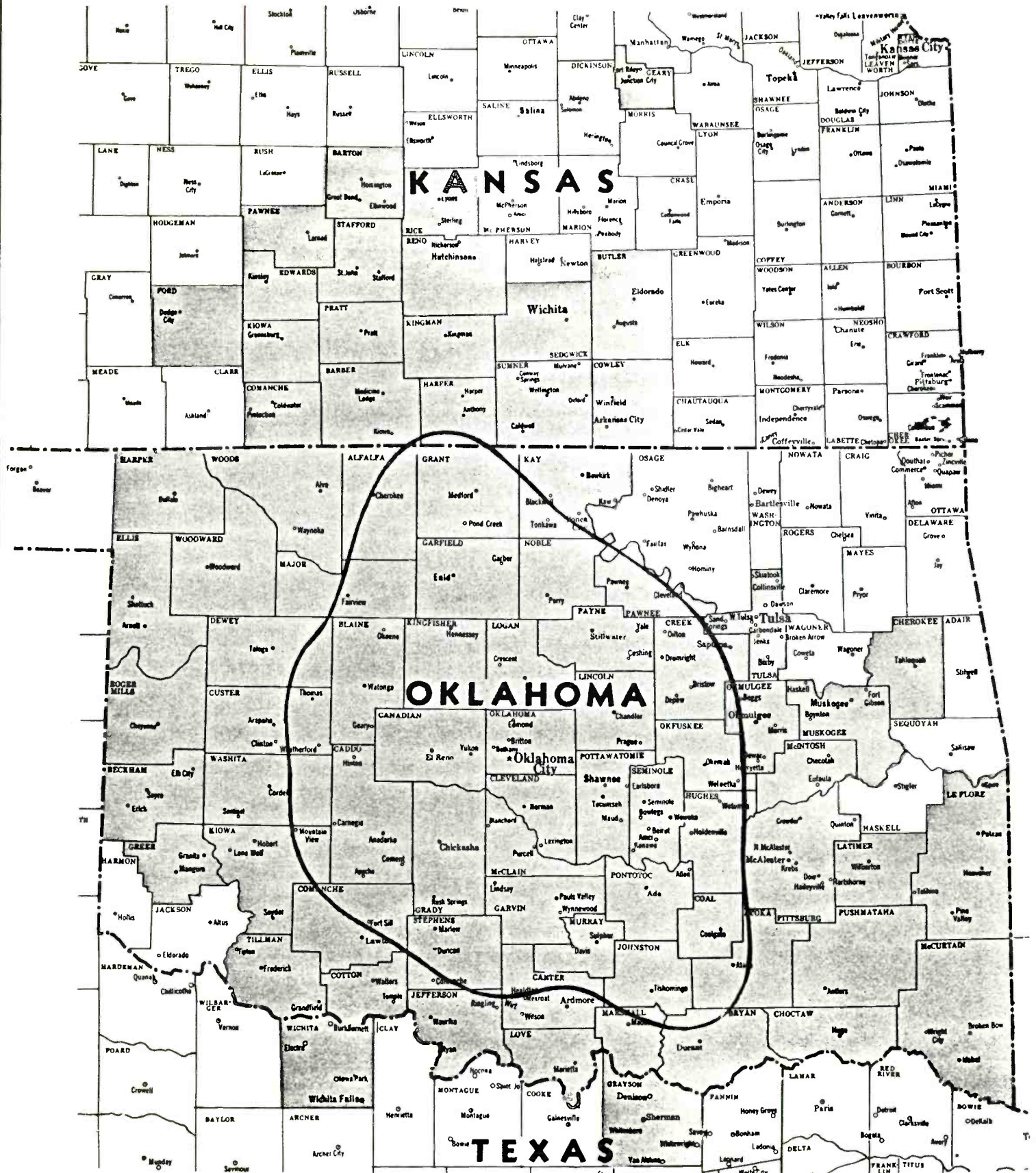
Phone (918) 456-2511

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Source: SRDS Consumer Data	

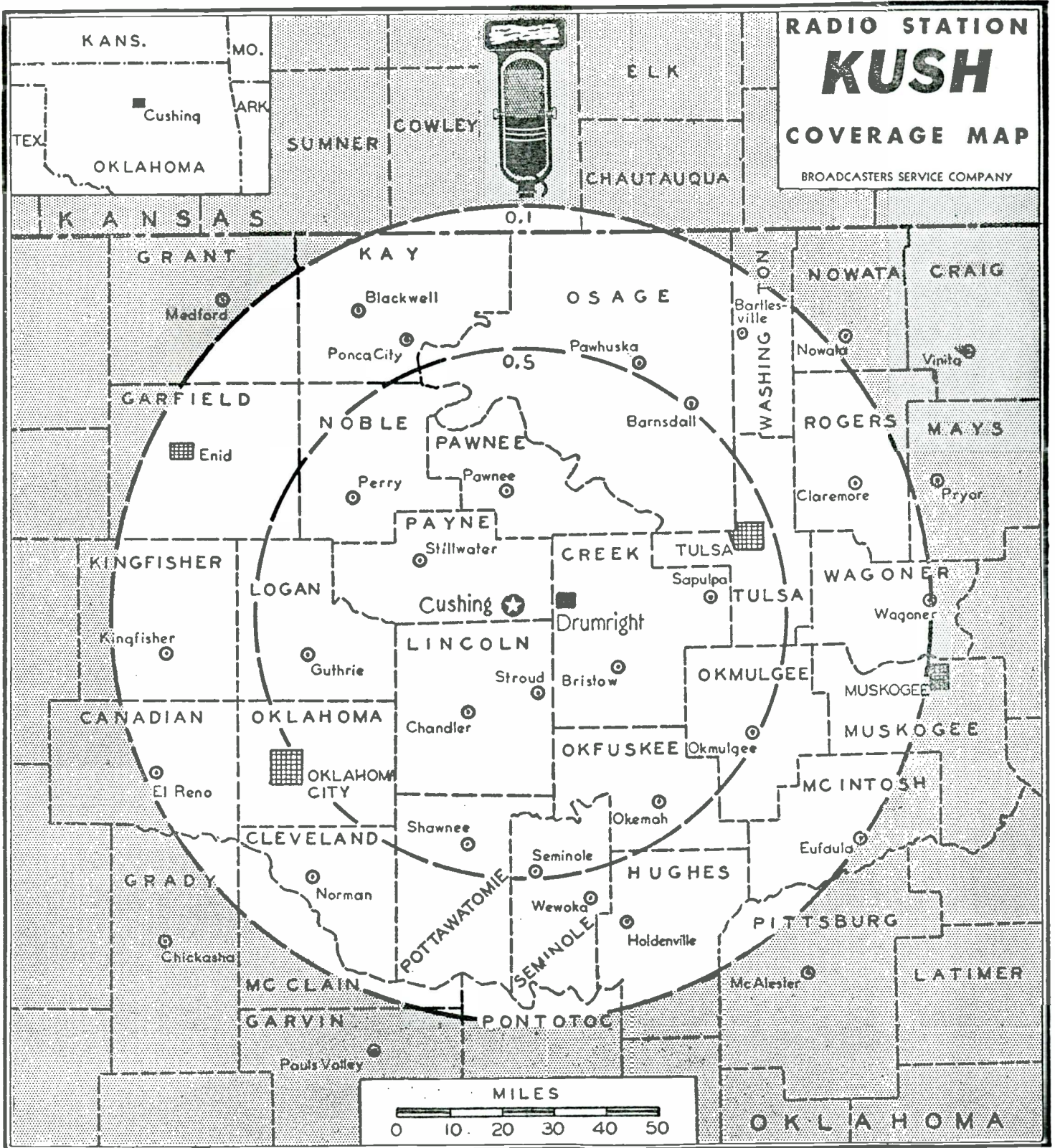
KTOK Coverage Map



1800 WEST MAIN ST.
OKLAHOMA CITY, OKLA.

SHADED AREA INDICATES ACTUAL MAIL SOURCES
— .5 MILLIVOLT CONTOUR

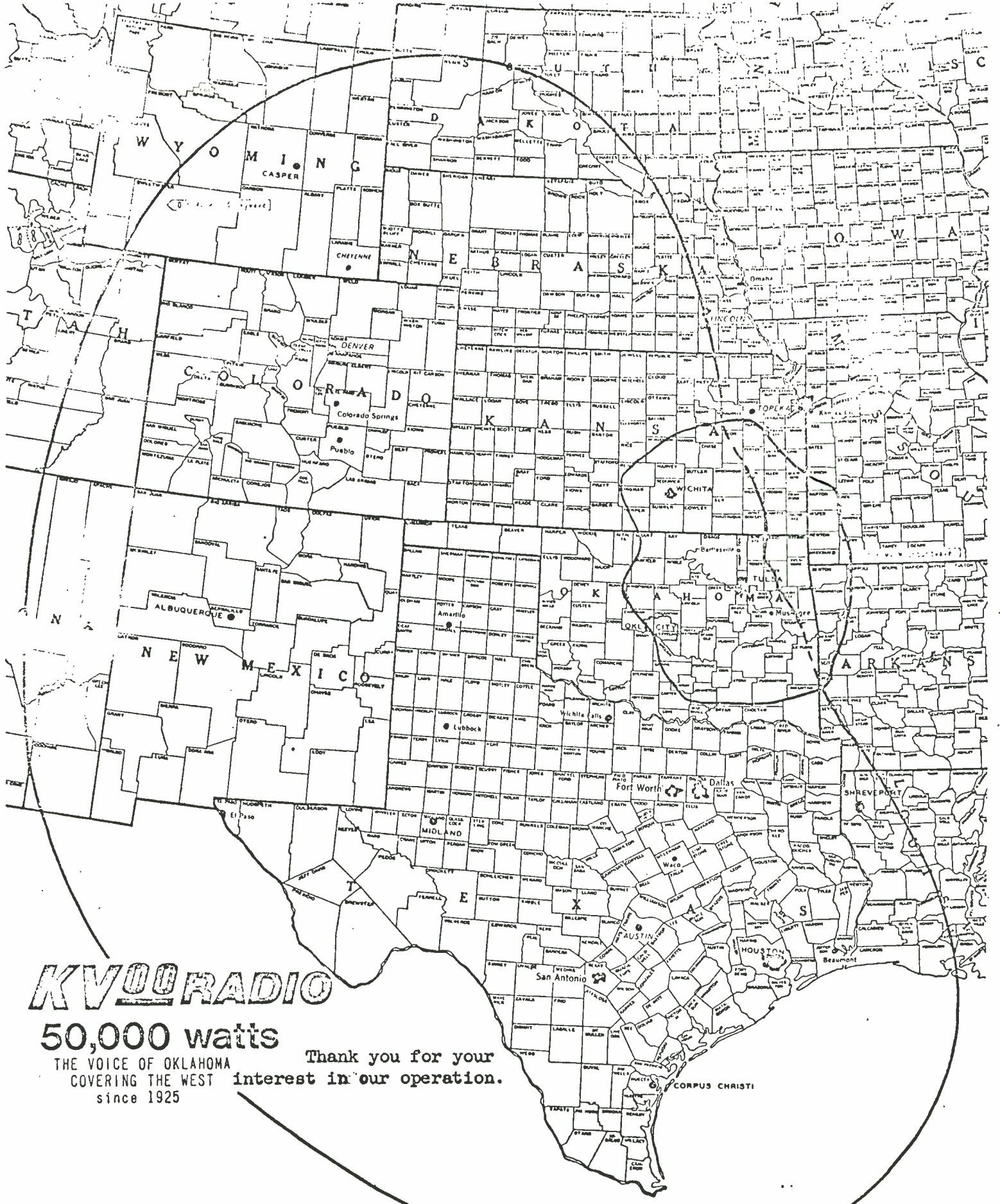
5000 WATTS
1000 KC.



RADIO STATION
KUSH
 COVERAGE MAP
 BROADCASTERS SERVICE COMPANY

MARKET DATA	
POPULATION	832,917
RADIO HOMES	364,270
RETAIL STORES	7,863
ANNUAL RETAIL SALES (\$)	885,737,000

KUSH CUSHING, OKLAHOMA
 1600 KC 1,000 WATTS
 VOICE OF THE CIMARRON COUNTRY

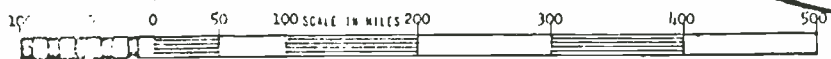


KVOO RADIO

50,000 watts

THE VOICE OF OKLAHOMA
COVERING THE WEST
since 1925

Thank you for your
interest in our operation.



JANSKY & BAILEY
BROADCAST & TELEVISION ENGINEERS
WASHINGTON, D. C.

KWGO

Radio
1560

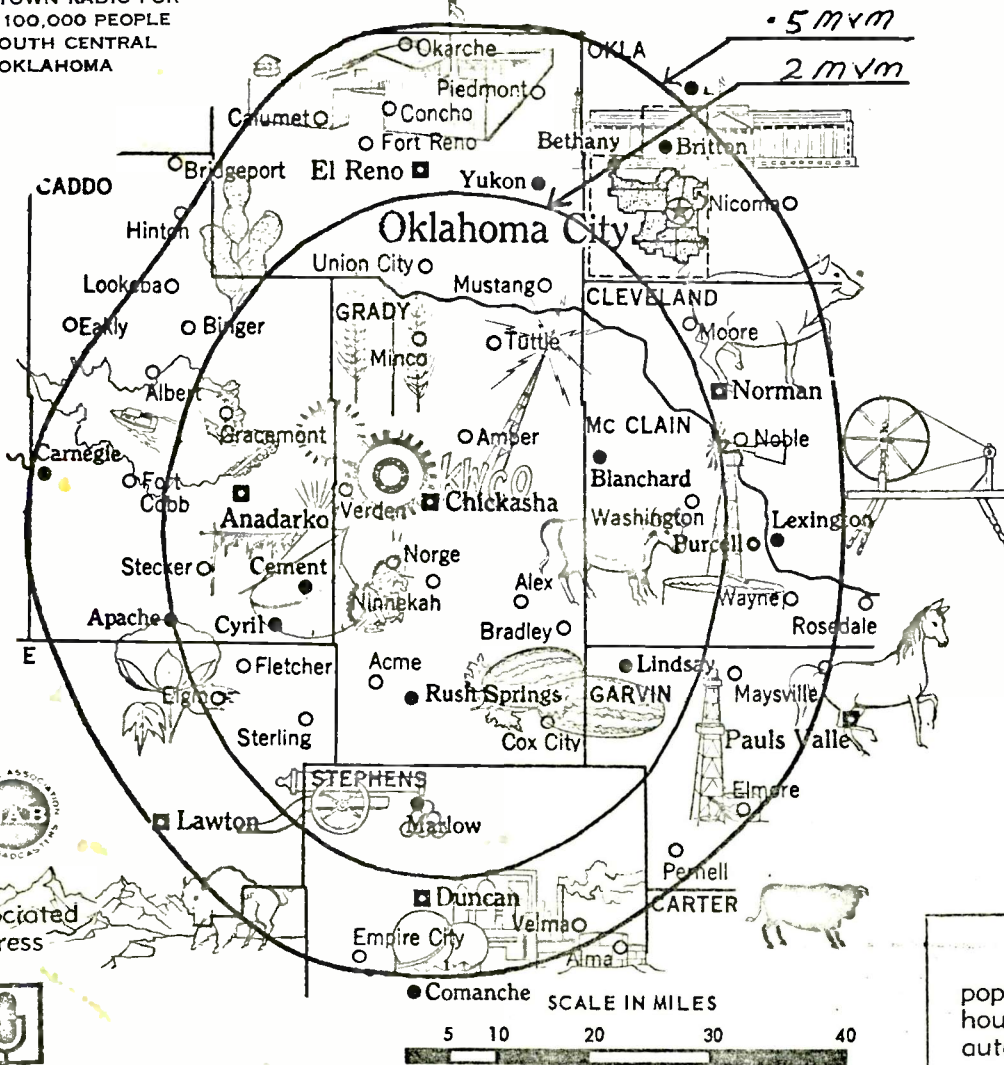
1000 WATTS — 405 • 224-2890

P. O. BOX 770

CHICKASHA, OKLA. 73018

KWCO Land

HOME TOWN RADIO FOR
OVER 100,000 PEOPLE
IN SOUTH CENTRAL
OKLAHOMA



Associated
Press



INN

KWCO RADIO provides the people of KWCO-land with award winning local news, farm news and weather news. INDIAN NATIONS NETWORK NEWS, ASSOCIATED PRESS and THREE MOBILE NEWS UNITS manned by a full time news staff. Programming is for the total audience, with coverage of sports events and special events.

KWCO RADIO Is Number One
in the KWCO-land area by every survey

CHICKASHA is the center of KWCO-land. Chickasha is the trade, industrial, agricultural and distribution hub of central Oklahoma. Chickasha is the home of OKLAHOMA COLLEGE OF LIBERAL ARTS, a tri-semester 4 year liberal arts college of excellence. CHICKASHA MOBILE HOMES manufacturing plant, 18 Horse and Stock Trailer manufacturing industries make Chickasha the 'Trailer Capital' of the world. CHICKASHA MATTRESS AND FURNITURE CO., manufacturers of quality furniture and bedding; PET MILK CO., frozen food processing and packing plant; BEST FERTILIZER CO., fertilizer mixing and packing plant; and SENTRY MANUFACTURING CO., manufacturer of quality quartz crystals for the electronics industry, diversify Chickasha's industry. The famous SEQUOYAH CARPET MILLS in Anadarko, HI-VI FOOD CO. and CLINE INDUSTRIES in Rush Springs, plus oil refineries at Chitwood, Cyril and Duncan, and producing oil and gas wells throughout the area provide further diversification.

AGRICULTURE plays a very important role in the economy of the area. Farm income is highest in the state. Rush Springs is the "Watermelon Capital" of the world and Lindsay is the "Broomcorn Capital" of the world. In addition alfalfa, cotton, peanuts and wheat are important agricultural products. The cattle, dairy and swine industries in the area are rated highest in the state.

KWCO-land is becoming a tourist favorite, with Lake Chickasha, Lake Burttschi and Fort Cobb Lake providing the best in fishing and boating recreation. Anadarko is home of "INDIAN CITY, U.S.A." and the annual host to the AMERICAN INDIAN EXPOSITION.

MARKET DATA: 2mv/m

population	103,400
households	32,140
automobiles	41,440
spendable income	\$172,400,000

RETAIL SALES:

food	\$ 30,659,000
drug	3,756,000
general mdse.	7,382,000
apparel	5,483,000
home furnishings	5,362,000
automobile sales	41,440,000
service stations	13,448,000
TOTAL RETAIL	\$122,280,000

FARM DATA:

population	47,280
income	\$ 72,583,000

SOURCE SRDS CONSUMER DATA 1966

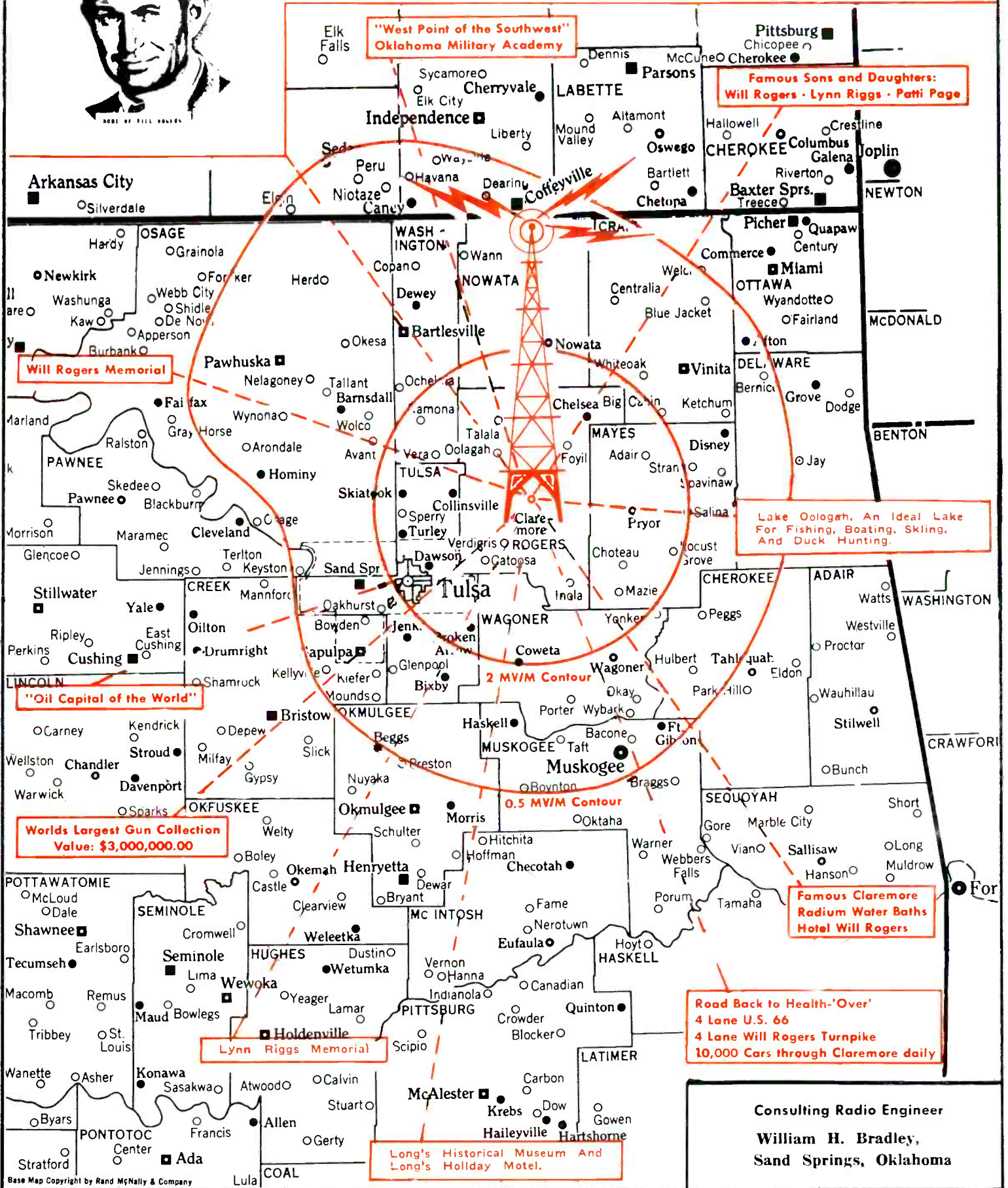


KWPR

"The Voice Of The Great Will Rogers Country"

1270 K C 500 W ND.- D.

Coverage Based On FCC Standards



**"West Point of the Southwest"
Oklahoma Military Academy**

**Famous Sons and Daughters:
Will Rogers - Lynn Riggs - Patti Page**

Arkansas City

Will Rogers Memorial

"Oil Capital of the World"

**Worlds Largest Gun Collection
Value: \$3,000,000.00**

Lynn Riggs Memorial

**Long's Historical Museum And
Long's Holiday Motel.**

**Lake Oologah. An Ideal Lake
For Fishing, Boating, Skiing,
And Duck Hunting.**

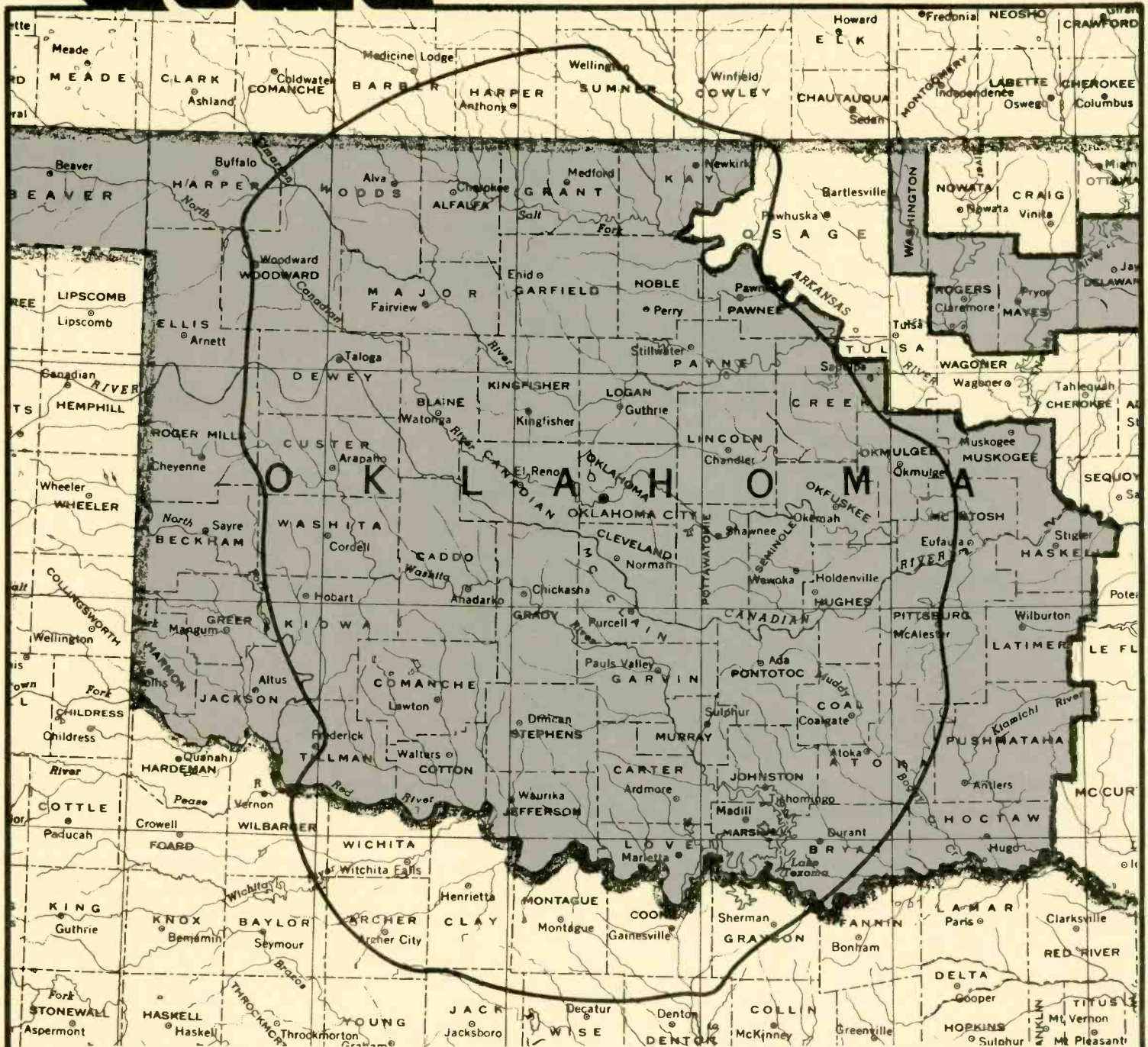
**Famous Claremore
Radium Water Baths
Hotel Will Rogers**

**Road Back to Health-'Over'
4 Lane U.S. 66
4 Lane Will Rogers Turnpike
10,000 Cars through Claremore daily**

**Consulting Radio Engineer
William H. Bradley,
Sand Springs, Oklahoma**

KOMA

Coverage



KOMA HALF-MILLIVOLT
DAYTIME CONTOUR COVERS 59
COUNTIES IN THREE STATES.

Map contours prepared by
A. Earl Cullum, Jr., Dallas

PULSE SHOWS A REACH OF
66 (OUT OF 77) COUNTIES IN
OKLAHOMA ALONE.

Source: Circulation Pulse

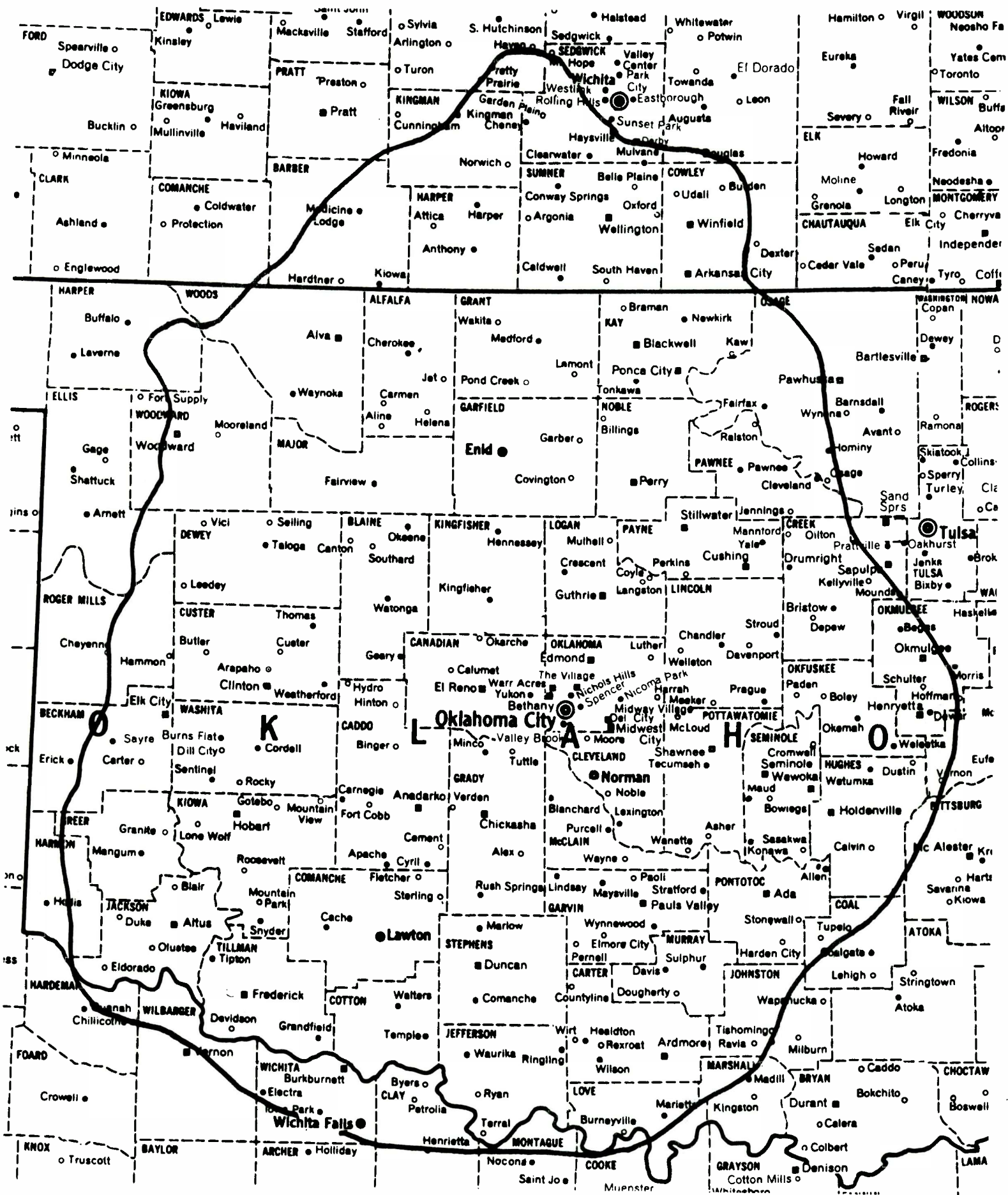
KOMA

RADIO 1520
50,000 watts

P.O. BOX 1520

Oklahoma City, Oklahoma 73101

(405) 794-4482
632-7743



WKY RADIO, OKLAHOMA CITY, OKLA.
.5 Millivolt, or better, daytime coverage area.

WKY-Radio, Oklahoma City, Oklahoma
5,000 w 930kc 24 Hours ABC
PROGRAMMING THUMBNAILS

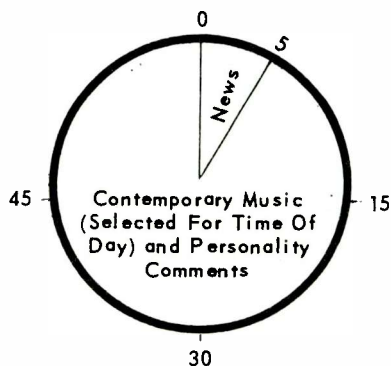
Basic Appeal

WKY-Radio is unique in the Oklahoma City market with a successful combination of contemporary music, strong personalities, a Public Service Department, the excellent WKY News Department, and the only Farm Department in the market. WKY sponsors monthly in-person shows with capacity crowds of 11,000. WKY's great sports image is maintained by Oklahoma University football Air-casts and promotions.

News

The WKY News Department includes a healthy staff of newsmen covering radio news on a full-time basis. In addition to this radio staff, WKY-Radio interchanges with WKY-TV so that each newsmen is given exposure on both radio and television. WKY is the only radio station in Oklahoma with United Press International Wires, UPI Audio, and Associated Press Wires. In the last few years, WKY has won several UPI awards for excellence in news and informational programming. News is scheduled for five minutes on the hour with expanded segments at 7AM, Noon and 5PM.

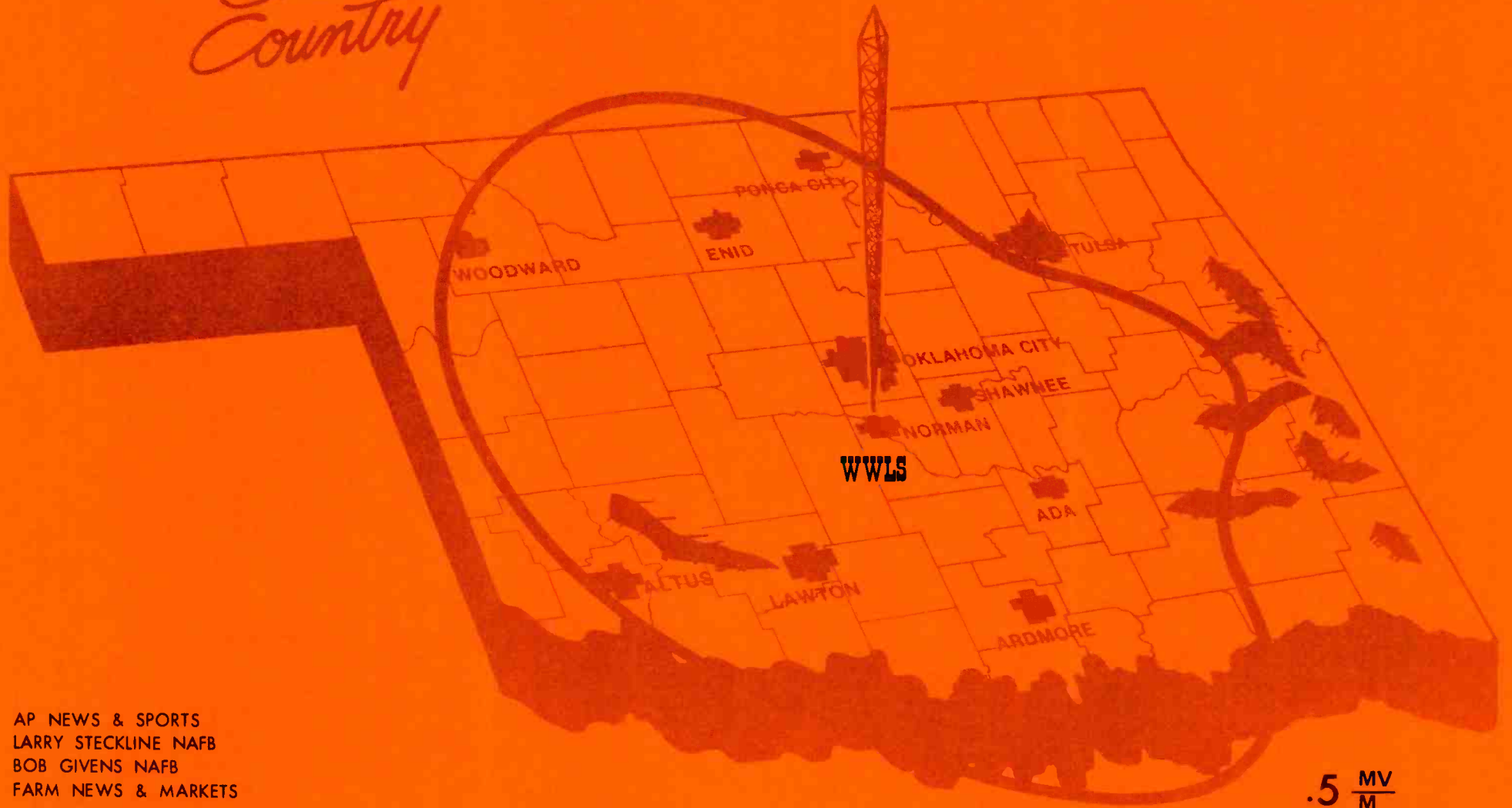
Day & Time	Program	Type	Description
Mon-Sat 5:30-7AM	<i>FARM INFORMATION HOUR</i>	Popular, News, Farm	WKY Farm Director Russel Plerson and his assisant Monte Reese present the latest in the world of agriculture with the best in bright morning music. Danny Williams steps in at 6AM to join them for more entertainment and information.
Mon-Fri 7-9AM	<i>DANNY WILLIAMS SHOW</i>	Popular, Contemporary	As Program Director at WKY, Danny has to keep up with the latest trends in broadcasting and the musical world. He greets his morning audience with the fresh sounds in morning music, coupled with a warm, sincere style. Danny is also seen on TV at mid-day.
Mon-Fri 9AM-Noon Sat 10AM-2PM	<i>DALE WEHBA SHOW</i>	Popular, Contemporary	Dale's honest, warm style is well received by his vast listening audience. More of the music people prefer, along with witty, comical tid-bits, move these late morning hours along at a tight pace.
Mon-Fri Noon-3PM Sun 6-10PM	<i>BOBBY MITCHELL SHOW</i>	Popular, Contemporary	Bobby welcomes the afternoon with a smooth selection of popular stylings, and a personality to fit right in with his music.
Mon-Fri 3-6PM Sat 6-10AM	<i>RONNIE KAY SHOW</i>	Popular, Contemporary	To make the drive home a much easier one, Ronnie presents the cream in popular recordings. He also hosts a weekly TV dance show; and his personal appearances draw "Standing Room Only".
Mon-Fri 6-9PM Sun Mid-5AM	<i>WAYNE SCOTT SHOW</i>	Popular, Contemporary	Wayne is an energetic individual, and his enthusiasm for the modern trends in music is welcomed by a growing following. His with-it, never-ending style fits right in with the contemporary sounds of music.
Mon-Fri 9PM-Mid Sun 9:30AM-1PM	<i>KEVIN MICHAELS SHOW</i>	Popular, Contemporary	Kevin is an 18 year old phenom - with the modern, swinging stylings of contemporary music. His wit and personable charm make this show an unusual, wild attraction for a vast audience.
Mon-Fri Mid-5AM Sat 2-6PM	<i>NIGHTBEAT</i> <i>Sammy Moon</i>	Popular, Contemporary	Designed exclusively for the late-night/early-morning music fan, Sammy Moon presents a smooth, bright blend of popular music.

TYPICAL HOUR 7AM-5:30AM

Commercial Policy

Commercials are handled by personalities and are read or worked into the format of the show, as the sponsor instructs. ETs are acceptable.

WWLS 640 AM

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FARM NEWS & MARKETS

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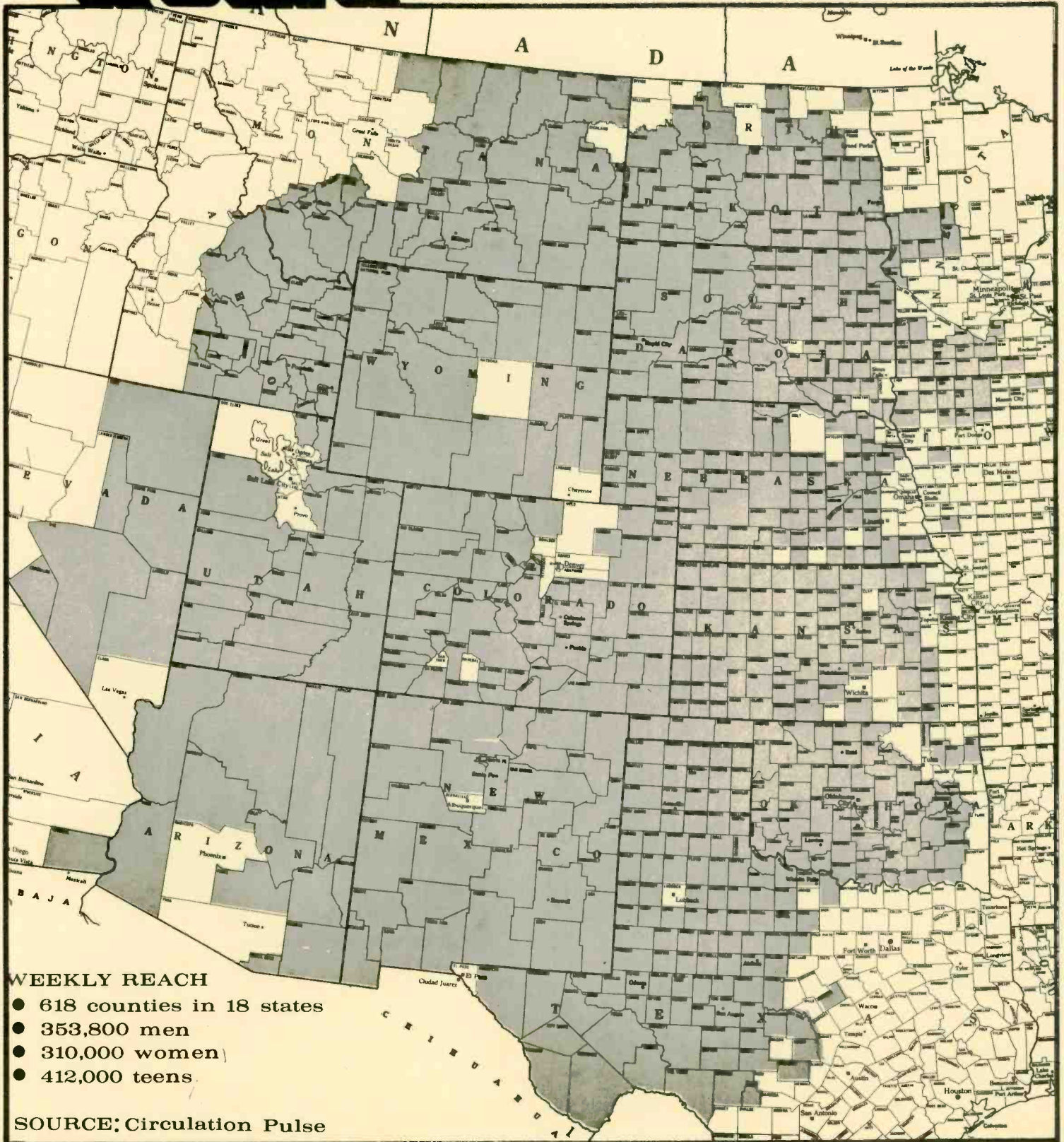
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KOMA

Night Time Coverage



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